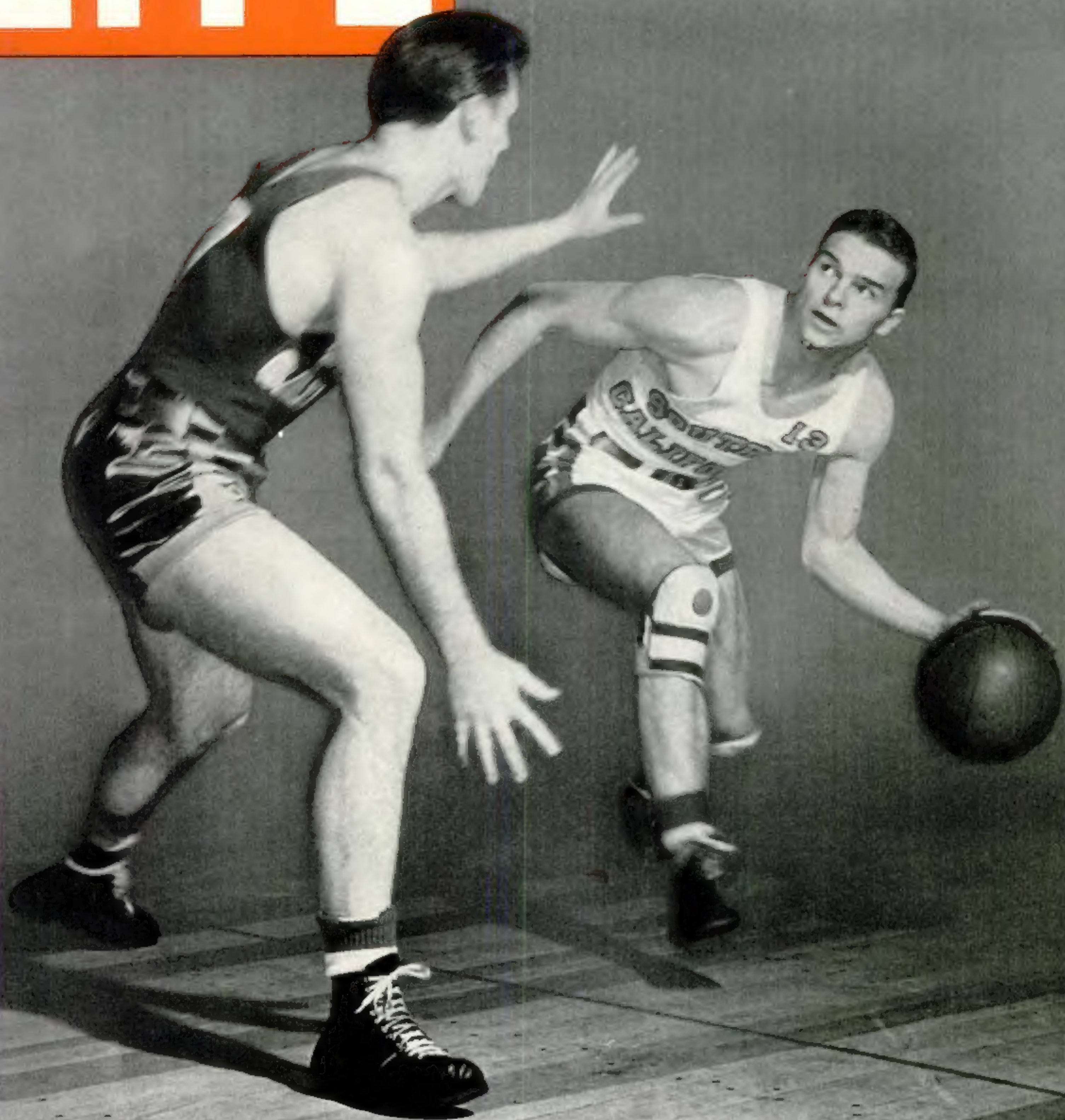


LIFE



BEST BASKETBALLER

JANUARY 15, 1940

10 CENTS



TEN O'CLOCK SHADOW

HHEAD bowed into the norther, the shivering cowboy hears the hum of motors and sees a swift shadow race across the snow.

"Ten o'clock," he observes, checking with his watch. "The big ship's right on time."

His keen eye scans the winter sky and he marvels again at the glint of silver high in the air against the blue.

It's thirty below at ten thousand feet, yet inside the roomy cabin the thermometer registers a balmy seventy-two.

In their comfortable chairs twenty-one passengers are at their ease—reading, writing,

playing cards, dozing—as the great airliner speeds them on to their destination.

Once you have flown, you will realize that the time of year has little effect on the clock-like regularity of air travel.

In January as well as June, all the airlines maintain practically uninterrupted schedules.

Whenever and wherever you want to go, from city to city, across the continent, from farthest north to deepest south, overseas—you can travel faster, more comfortably, more economically by air. A few pleasant hours in passage against whole days and nights on the way!

Next time you leave home, on business or pleasure, take wings—go by air.

Then you'll understand why so many people are saying over and over again: *It Pays to Fly.*

Travel, Mail, Ship by Air

Air Passengers get there *first*—comfortably, economically, rested and refreshed.

Air Mail gets there *first*, and gets *first* attention—for only 6c an ounce.

Air Express packages get there *first*—low cost, world-wide. Call Air Express Division, Railway Express Agency.

AIR TRANSPORT ASSOCIATION
135 South LaSalle St., Chicago, Illinois

This educational campaign is sponsored jointly by the 16 major United States Airlines, and Manufacturers and Suppliers to the Air Transport Industry

Ask Your Travel Agent

It's easy to buy an air ticket to any place in the United States or the world. Simply phone or call at any Travel Bureau, Hotel Transportation Desk, Telegraph office or local Airline office, for airline schedules and fares or general information.

IT PAYS TO FLY

Easy Way to Be Sure You Get the Best Buy!

Now it takes but a moment for you to see which of "All 3" low-priced cars has finest quality—is most like the high-priced cars!

STEP #1. See the 1940 Quality Chart for the facts on size, safety, economy, luxury!

STEP #2. Take Plymouth's Luxury Ride for a thrilling illustration of how much riding comfort low price now buys!



HERE'S YOUR "TWO-WAY" GUIDE TO THE BEST CAR VALUE...

1. SEE THE QUALITY CHART FOR FACTS...

2. TAKE THE LUXURY RIDE FOR PROOF

Box Score for 1940: of 22 Important Features Found in Leading High-Priced Cars—
PLYMOUTH HAS 21...CAR "2" HAS 11...CAR "3" HAS 8

THIS 1940 Plymouth is creating a sensation among car buyers everywhere! They're all talking about its superb styling, its unbelievable roominess, its *finer quality*!

Of "All Three" low-priced cars, Plymouth is most like the high-priced cars—the only one with a majority of the 22 important features found in leading high-priced cars.

See *all* the facts on the Quality Chart...then take Plymouth's great Luxury Ride for final proof that Plymouth is the most for your money. See your nearby Plymouth dealer today.

SEE THE LOW-PRICED PLYMOUTH COMMERCIAL PICK-UP AND PANEL DELIVERY! TUNE IN MAJOR BOWES, COLUMBIA NETWORK, THURSDAYS, 9 TO 10 P. M., E. S. T.



PLYMOUTH BUILDS GREAT CARS

Copyrighted material

"PROTECTING THE AMERICAN HOME"



"The Engine came up in Grand Style, and when opposite our village, the Monster gave one of its most savage yells frightening men, women and children considerable."—*The Bellows Falls (Vermont) Times*, Jan. 14, 1849.

When the Iron Horse was a Seven Day Wonder

When National Life of Vermont wrote its first policy on Jan. 17, 1850—just 90 years ago this month—the dream of protecting people through life insurance was almost as new an idea in our country as carrying them safely by rail.

National Life is Old and Strong

Age alone means little in a life insurance company. But a record of dependable service extending over nearly a century is of utmost importance when choosing a company to safeguard your savings and to protect you and your family, come what may.

An Old Company. Founded in 1850, there are but eight life insurance companies as old as National Life, compared with more than 300 who are doing business today in the United States.

Truly National. National Life has 57 conveniently located general agencies in

36 states and the District of Columbia. It has investments and policyholders in every State in the Union.

It is Solid. Even during the depression years, 1930-1933, its assets and surplus showed a consistent increase. No policyholder has ever lost a dollar invested in National life policies.

It is Strong. In ratio of surplus to insurance in force (the real test of a company's financial strength) National Life is among the foremost companies in America.

It is Big. National Life has paid to policyholders and their beneficiaries more than 500 million dollars. This sum with assets to their credit exceeds by more than 65 million dollars the amount which policyholders have paid in premiums.

It costs you nothing to learn what National Life can do for you. Do you need money for college education? Do you want your wife to have an income if you died suddenly? Do you want an income for your own retirement years? Use the coupon below.

NATIONAL LIFE INSURANCE COMPANY

HOME OFFICE—**VERMONT**
MONTPELIER,

A Mutual Company, founded in 1850, "as solid as the granite hills of Vermont"

CLIP AND MAIL THIS COUPON

NATIONAL LIFE INSURANCE CO., Dept. 115, MONTPELIER, VERMONT

Please send me information on the following:

- ☐ A college education fund for my children
☐ Protection for my family ☐ A retirement income for myself

Name _____ Date of Birth _____

Business or Home Address _____

LETTERS TO THE EDITORS

The Low Country

Sirs:

Congratulations, LIFE, and thank you for finding space in your well-planned magazine for pictures which enhance beauty and enchantment, and portray a small section of our magnificent South (LIFE, Dec. 25). In this world of ours, a very troubled world indeed, we are very apt to forget those peaceful places which do not provide headlines and sensationalism.

PHILIP D. OGLE

San Francisco, Calif.

Sirs:

Having lived on a plantation in South Carolina most of my life and managed one for years, I can fully appreciate the beauty and authenticity of your pictures of some of our Low Country homes. You are truly to be congratulated on having, in these pictures, captured so much of the grace and charm of these old places—so few ever do.

VERMEILLE JERVEY KAM-
INER MIOT

Columbia, S. C.

Sirs:

In your Dec. 25 issue regarding your "Yankees who pick up historic plantations for as little as \$10 an acre," there is a story down here which is well known throughout the South.

Rich Northerner: "My good man, if you had shown any business ability at all, I should have paid you \$20 an acre."

Poor Southerner: "Wa'al, I dunno, but ah wud have been glad to git rid of it fuh \$5."

Your so-called rich Yankee has no conception of land value in South Carolina, Georgia, or Florida. In the latter State, Northern incredulity and gullibility are well known. Acreage worth \$2 has been gobbled up for as much as \$20 and \$30 and eventually sold back to Southerners for its real value.

GEORGE M. SCHLEGEL

Omega, Ga.

Sirs:

You handled the very delicate situation of "a modern Yankee invasion" with all the tact and psychological finesse of a born diplomat.

ROBERT J. FUGATE

Hansonville, Va.

Blush

Sirs:

I much enjoyed reading both TIME's and LIFE's coverage of *Gone With the Wind*. But somebody's wrong when LIFE writes (and pictures) that the facade of Loew's Grand is "dressed up to represent Twelve Oaks, home of Ashley Wilkes" while in TIME: "... tall white columns erected to make Atlanta's Grand Theatre look like Tara (the O'Hara plantation in *Gone With the Wind*). Is it possible that we readers may be treated to a little intra-company blushing?

RICHARD H. PRATT JR.

Mobile, Ala.

● Let TIME blush. It was Twelve Oaks.—ED.

John Brown

Sirs:

I am enclosing a letter which you might like to publish.

Everybody is very pleased with the story (about Mr. Curry's paintings, LIFE, Dec. 25—ED.) and it will help and give confidence to other artists and universities.

JOHN STEUART CURRY

University of Wisconsin
Madison, Wis.

Mr. Curry's enclosure follows:

Dear Mr. Curry:

Your picture of John Brown in LIFE this week brings back many things of my boyhood days. I am a man now of 63 but have heard my Grandfather tell many times about John Brown. And he de-

scribed the man Brown as your picture looks—that's why I'm so much taken with it.

First let me tell you as to Grandfather. He was John Brown's first prisoner at Harpers Ferry, W. Va. Grandfather's name was Michel Ault and he was toll keeper at Harpers Ferry bridge at the time. Brown's and Grandfather's farms were adjoining and by that they got to be very good friends. Brown told Grandfather he was going to put the farm in apple and peach orchard. And he had many strange boxes shipped to his house. Seemed to have lots of money to do anything he wanted. Would rave as to the way the Black Man was treated. Grandfather was a man who would never say much outside of his home, but he was a good listener. By that Brown could never find out just how he stood with the Black side of the question. Well, Brown had fort built at the Ferry not far from the bridge. Early one morning he came to Grandfather and said: "Mr. Ault, I don't know just what side of the fence you will jump off on—so I put you under arrest," and did. Looked him up for 24 hours in this fort. Grandfather called him the "Cyclone of Kansas" as he raved all the time he knew him. But he admired the man, as he was very intelligent.

P. VAN AULT

Van Ault's Arcade
Petersburg, Va.

He Died for Chi Psi

Sirs:

I too should like to add my bit to the argument of mutiny in the American Navy (LIFE, Dec. 25). Dr. Dorsett may be a member of the U. S. Naval Institution but he is certainly not a member of Chi Psi fraternity. Had he but delved a bit further into the story of Philip Spencer's ignoble death as a mutineer, he would have found this lad greatly wronged.

Spencer was condemned by Commander Mackenzie because of certain papers in his possession, the significance of which he would not reveal. These documents were Chi Psi statutes. Spencer was one of Chi Psi's founders and he gave his life that the fraternity might be kept inviolate. Hail to Spencer! May his spirit live forever.

L. D. MARTIN, '41

Middlebury College
Middlebury, Vt.

Sirs:

Chi Psi, the first social, secret, Greek-letter fraternity, assembles in hundreds of cities each May 20, and toasts:

"Oh, here's to Philip Spencer,
Who when about to die,
When sinking down beneath the wave,
Loud shouted out 'Chi Psi!'"

CECIL L. BOTHWELL JR.

AED of Chi Psi '38

Chicago, Ill.

● LIFE is indebted to many a Chi Psi for pointing out that the Navy's mutineer is Chi Psi's hero. Their toast, however, is more loyal than accurate. Midshipman Spencer could scarcely have done much shouting "when sinking down beneath the wave" since he had first been hanged from a yardarm.—ED.

Airplane Pictures

Sirs:

A pleasant surprise is page 15 of the Dec. 25 LIFE. To all of those who are collectors of keen airplane pictures (like myself) it is not the Picture of the Week—but the picture of the year.

You certainly are to be complimented, with interest, on your pictures of the newest of fighting planes. You always have them long before the special aviation magazines,—and on good paper, not dim,—and you always get the correct name of the plane shown in the picture.

JESS SMITH

Soquel, Calif.

(continued on p. 4)

Do you see a Child?

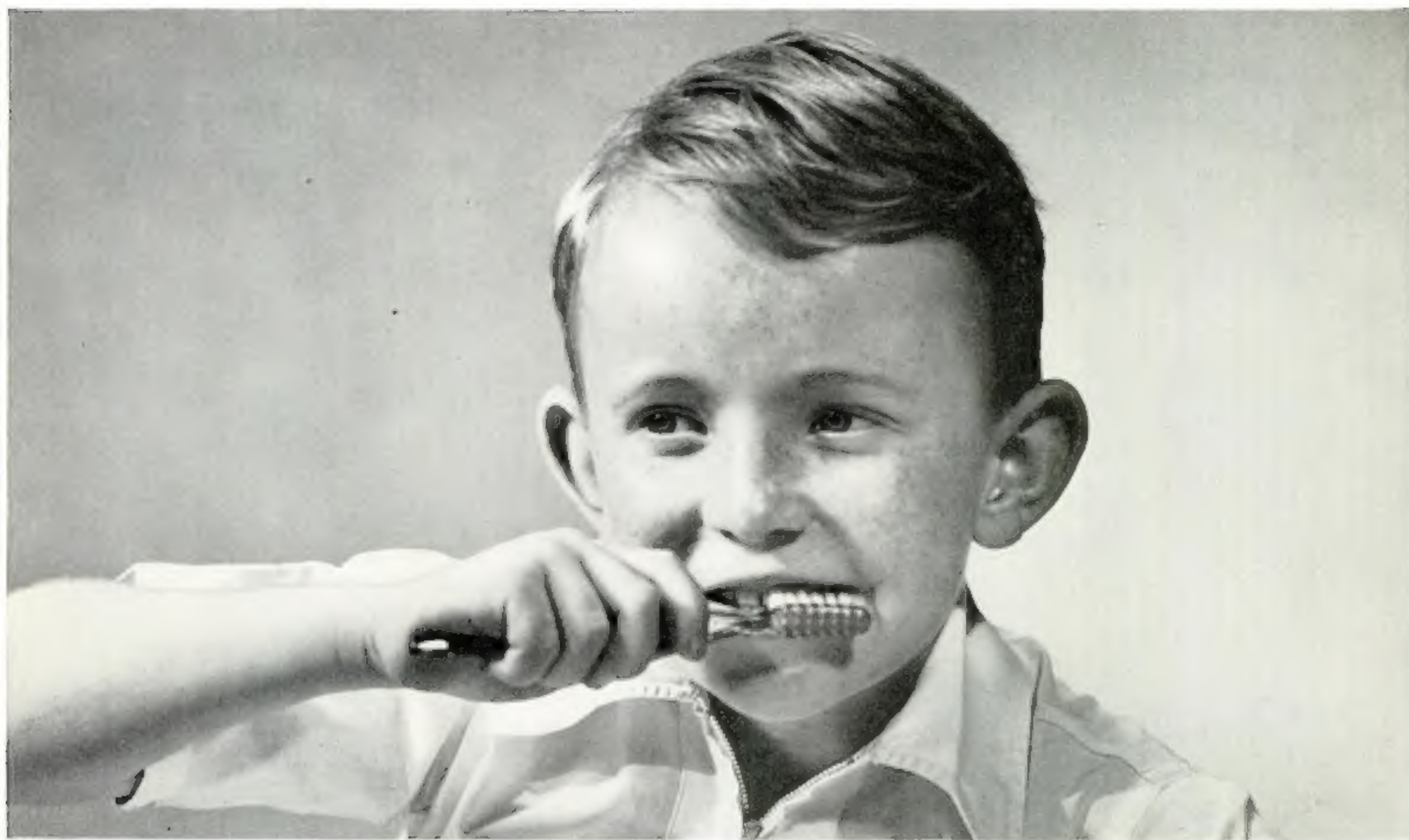
No. I see a Man of Tomorrow.

Has the man a good-looking Smile?

Yes. His gums are Firm and his teeth Sparkling.

Why is the man's Smile so Bright?

Perhaps because he started young to use Ipana with Massage!



Does Ipana with Massage help protect against "Pink Tooth Brush"?

Yes. It is a splendid aid to Firm Gums, Sparkling Teeth, Bright Smiles.

IT IS PRACTICALLY primer knowledge to children today—that gums must have regular care as well as the teeth. Thousands of school children—lucky youngsters!—have already learned what many adults have never learned—the importance of gum massage to firm, healthy gums and sound, bright teeth.

They know that modern foods are too soft and creamy—that they deny our gums the vigorous chewing they need for health. That's why gums often tend to become flabby, tender... and then comes that warning flash of "pink."

Never Ignore "Pink Tooth Brush"

The minute you see "pink" on your tooth brush—see your dentist! It may not mean you are facing serious trouble—but get his advice. Very likely, he will tell you that your gums have rebelled—grown lazy—from lack of exercise. And like

many dentists, he may suggest "the helpful stimulation of Ipana Tooth Paste and massage."

For Ipana is especially designed not only to clean the teeth but, with massage, to aid the health of the gums. Every time you brush your teeth, massage a little extra Ipana onto your gums. Feel that delightful "tang"—exclusive with Ipana and massage. It's pleasant proof of circulation awakening in your gums—helping to make them stronger, firmer.

Get an economical tube of Ipana today. Adopt the daily habit of Ipana and massage. Discover for yourself why thousands of men and women use Ipana and massage for healthier gums, sparkling teeth, better-looking smiles!

Ipana Tooth Paste

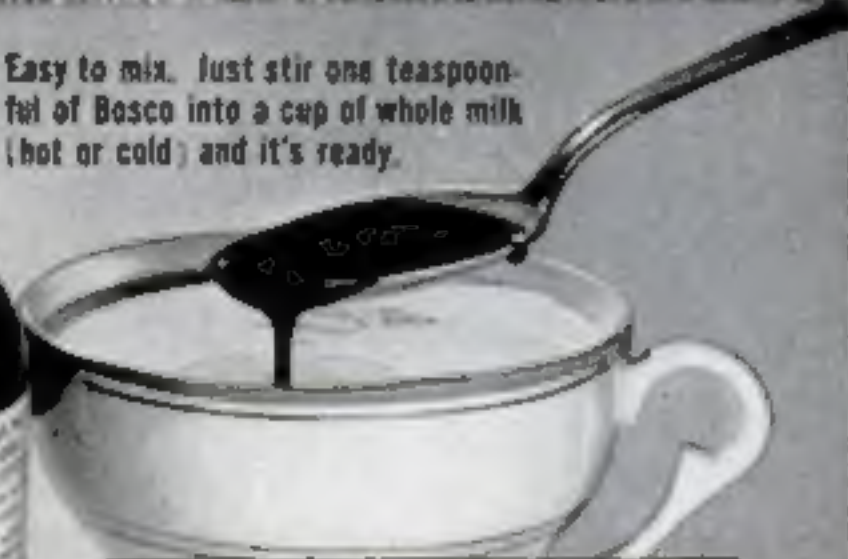
This One



LJ1Z-JHG-TTJ4



Easy to mix. Just stir one teaspoonful of Bosco into a cup of whole milk (hot or cold) and it's ready.



IRON: Relative available amounts in—
SPINACH =
RAISINS =
BOSCO =

If your grocer or milkman does not handle Bosco, mail us his name and address. We'll see he is supplied. Bosco Co., 180 Madison Ave., N. Y. C.



LETTERS TO THE EDITORS

(continued)

Canterbury Stories

Sirs:

Noel Busch's Close-up of the Archbishop of Canterbury (LIFE, Dec. 25) included most of the good stories about His Grace, but omitted one which I like particularly.

It seems that the present Archbishops of Canterbury and York were guests at a banquet in London. Also present was



CANTERBURY AND YORK

Dean Inge who, as Dean of St. Paul's, was under direct appointment from the Crown and thus outside the authority of both primates. After dinner cigars were passed around. Both Canterbury and York declined. The brandy was offered. Again Their Graces declined. Dean Inge, who had been taking in this little scene with relish, turned to his hosts. "But," said he, "they have other vices!"

JOSEPH PRATT FITCH
Boston, Mass.

Sirs:

Then there was the time Cosmo Cantuar was showing a visitor around Lambeth Palace. They stopped before a portrait of the Archbishop which had been submitted for his approval. "I do not like it," said the Archbishop. "That portrait shows a complacent, dictatorial, pompous prelate."

"And to which of those qualities," asked the visitor, "does Your Grace take exception?"

BENJAMIN BURNET
San Francisco, Calif.

God and England

Sirs:

Your Dec. 25 issue has a photo of his most sanctimonious reverence, the Archbishop of Canterbury. Also the sub-headline: "As head of the Church" he "must determine whether God is fighting for England."

This is amusing. I, for one, thought that settled long ago. God, most obviously, is on the side of good old merry H'England. However, in the most incredible event that God should fail to do His duty to England, then the Most Royal Navy would declare a "blockade" on Him and starve Him into submission. After His surrender He would be sent a prisoner to the Island of St. Helena.

G. E. HOWARD
Philadelphia, Pa.

Sirs:

God isn't on either side in this Christian war. He's abandoned this mad world to the devil and has gone to the other end of the universe to spend ten billion years wondering what went wrong with his noble experiment.

WILLIAM HENDRICKSON
New York, N. Y.

Queen's Church

Sirs:

In Mr. Busch's very fine article on the Archbishop of Canterbury, is he not mistaken in the statement that the pres-

(continued on p. 6)

Exclusive TWIST



BRINGS
greater cleaning



EFFICIENCY
plus gum massage

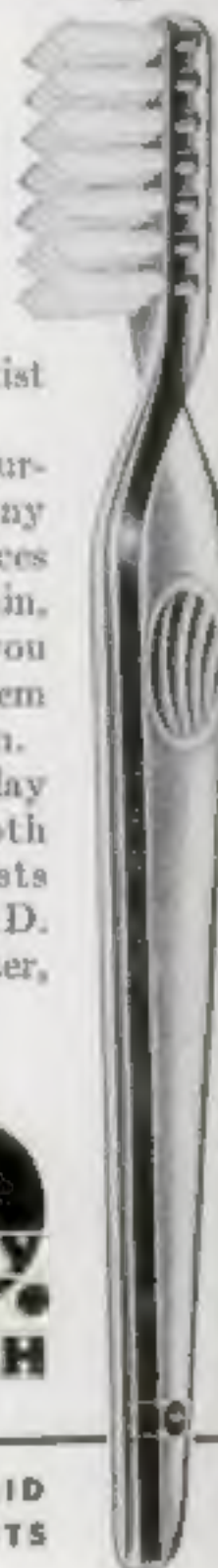
When you grip the handle of the new D.D. tooth brush you'll instantly see why it has that unique twist. For that twist makes it amazingly easy to clean your teeth with the brushing motion your dentist recommends.

You clean all the exposed surface of the teeth—even many tiny "between-teeth" crevices so difficult to reach. And again, thanks to the D.D. "twist," you massage your gums—give them healthful, needed stimulation.

Go to your drug store today—buy the new D. D. tooth brush. Over 1,000 dentists helped design it. Let the D.D. help make your smile brighter, more attractive!

D. D.
DOUBLE DUTY
TOOTH BRUSH

DESIGNED WITH THE AID
OF OVER 1,000 DENTISTS



You want **ACTION** *and here's* **ACTION PLUS!**

This new Chevrolet for 1940 is first in all-round performance with economy . . . just as it's first in styling . . . just as it's first in riding and driving ease . . . just as it's first in value!

You'll GO for the new Chevrolet when you see how it GOES for you! . . .

Because, when you consider *all* points of performance, including economy, this dream-lined, streamlined Chevrolet is the greatest action car you've ever driven!

It whisks away from a green light like quicksilver on wheels. . . . It climbs hills and mountains the way a pursuit plane climbs the sky. . . . It rides and drives with an ease unknown in any other low-priced car. . . . It stops almost as quickly and smoothly as thought tells you to press the brake pedal! . . .

And it does all these things at lower cost for gas, oil and upkeep than does any other car you'd think of comparing with it in all-round quality and value.

Eye it . . . try it . . . buy it . . . and then you'll be quick to agree that "Chevrolet's FIRST Again!"

CHEVROLET MOTOR DIVISION, General Motors Sales Corporation, DETROIT, MICHIGAN

Eye It Bigger Inside and Outside
... New Full-Vision Bodies
by Fisher . . . New Sealed
Beam Headlights with
Separate Parking Lights.

Try It New Exclusive Vacuum-
Power Shift . . . "The Ride
Royal" (with Chevrolet's
Perfected Knee-Action Riding System*) . . .
Super-Silent Valve-in-Head Engine . . . Perfected
Hydraulic Brakes . . . All-Silent Syncro-Mesh
Transmission . . . Larger Tiptoe-Matic Clutch
. . . Improved Shockproof Steering*.

Buy It! 85-H.P. VALVE-IN-
HEAD SIX

\$659

AND UP, *at Flint, Michigan.
Transportation based on rail
rates, state and local taxes (if
any), optional equipment and
accessories—extra. Prices
subject to change without
notice. Bumper guards—
extra on Master 85 Series.

*On Special De Luxe and Master De Luxe Series



A GENERAL MOTORS VALUE



The Special De Luxe Sport Sedan, \$802*

"CHEVROLET'S FIRST AGAIN!"

Copyrighted material

NEW PLAN: FATHERS GET \$200 A MONTH AT 60; FAMILIES FULLY PROTECTED, TOO



Life stretches out for some men, snaps off abruptly for others. That's why the Complete Protection Plan, which works handsomely either way, is bringing such satisfaction to fathers using it. A single policy, it is a simpler, more economical way to cover both your retirement and your family's protection. If you live to 60, this "all-in-one" plan guarantees you \$200 every month for life—enough to let you do the things you've always wanted to do. Or, in the event of your early death, the plan will give your wife and children \$200 every month for 20 years to keep them safe and comfortable. Then, after your youngsters are educated and well started in life, it will give your wife a generous annuity. If you'd like the interesting details on the Complete Protection Plan, just drop a card giving your name and address to The Union Central Life Insurance Company, Dept. B-10, Cincinnati. It's a \$300,000,000 institution with 72 years of experience.



Copr. 1940 by Union Central Life Insurance Company

THE UNION CENTRAL LIFE INSURANCE CO.

LETTERS TO THE EDITORS (continued)

ent Queen of England is a "Presbyterian Scot?" My information is that she is a member of the Episcopal Church of Scotland as her ancestors have been for centuries. This latter church is not the established Church of Scotland, having been proscribed, following the accession of William and Mary in 1689, for 100 years because of its Jacobite sympathies.

Because the Presbyterian Church is the established Church of Scotland the Queen has an official relationship with that Church, but she is nonetheless a communicant of the Episcopal Church of Scotland.

WALTER H. STOWE, Rector
Christ Church
New Brunswick, N. J.

● As the Rev. Mr. Stowe says, the Queen belongs to the Episcopal Church of Scotland. Her ancestors were ardent Jacobites and Glamis Castle, her home, still possesses a suit of clothes left by Bonnie Prince Charlie when he fled in a hurry.—ED.

Sad Pinocchio

Sirs:

Hell, LIFE—listen! You give all this publicity to Walt Disney Studios Inc. (LIFE, Dec. 25). Now I read *Pinocchio* when a child, and it was my favorite book. *Pinocchio* had such a long nose and was really so sad looking (see picture).



PINOCCHIO, OLD & NEW

Pinocchio was a lonely dreamer and he traveled far. I liked his sadness and aloneness. I think many children do. Childhood is not always a bed of roses. Then comes Walt Disney with his chubby cute-faced Pinocchio with a neat little nose and boxing gloves. All Walt Disney's work is so Hollywoodized, so different from the real gems of childhood. Pinocchio was an angular, thin, pathetic little wooden fellow. I'd like to sock Walt Disney in the nose.

FRANCES E. BURNS
Van Nuys, Calif.

Year's Bests

Sirs:

Follows herein my list of 1939 Bests in LIFE:

Best Issues: America's Future (June 5); The War World (Sept. 25).
Covers: Captains of Champions (June 19); U-Boat 35 (Oct. 16).
Speaking of Pictures: Mural America (Dec. 4).
National Politics: Congressmen (March 10).
Foreign News: Flight into France (Feb. 20).
Photographic Essay: Texas (April 10).
Close-up: Jawaharlal Nehru (Dec. 11).
Art: American Art (June 19).
Science: Mayo Clinic (Sept. 4).
Sports: Football Fun (Oct. 16).
Modern Living: College Fads (June 26).
Theater: Summer Theater (July 31).
Natural History: Clouds (May 8).
Picture of the Week: Misogynist (Jan. 16).
Movie of the Week: Stagecoach (Feb. 27).
LIFE's Party: Sleepless Hollow (April 3).

Chicago, Ill.

C. J. KOZICKI



GUARD your dog from life-shortening tooth trouble. He needs the vigorous gnawing exercise and the abundance of vitamins that Red Heart Dog Biscuits provide. Red Heart Dog Biscuits are made of fresh meat, meat and bone scraps, marrow meat and bone, dry skimmed milk, fresh egg yolk, cereals, malt, and wheat germ.

FREE! Michael von Motzeck's Official Obedience Rules actually followed at famed Chicago Kennels. Write John Morrell & Co., Dept. 41B, Ottumwa, Iowa.



DANDRUFF

Causes Permanent Hair Loss to Many!



Combat it with Glover's System of Scalp Hygiene, which includes Glover's Mange Medicine and systematic massage. You'll see the difference a real medicinal treatment like Glover's can make when followed seriously and persistently.

Glover's System is especially beneficial in helping check excessive Falling Hair, Itching Scalp, and for hair that has lost its natural lustre. Also of value in Patchy Baldness when hair re-growth is possible.

Shampoo with Glover's Medicated Soap—especially compounded for use with the Medicine. Cleanses thoroughly; leaves the hair soft, lustrous. Get BOTH at your Druggist's today!

FREE! Learn how to take care of your Scalp and Hair. Glover's booklet treats this subject fully. Write GLOVER'S, Dept. S, 462 Fourth Ave., New York.

MANY BARBERS are skilled in following Glover's System of Scalp and Hair Care. Ask for Glover's.

40¢ AND 75¢

Prices slightly higher in Canada

GLOVER'S MANGE MEDICINE

FOR THE 1 MAN IN 7 WHO SHAVES EVERY DAY

A SPECIAL SHAVE CREAM

IT'S NOT A SOAP
NEEDS NO SHAVING BRUSH
Not Greasy . . . Leaves Skin Smoother

Daily shaving leaves many men's faces raw, sensitive. This is especially true of the man who, because of his business and social status, must shave every day.

To meet this condition Williams has now developed a special cream for daily shavers. It's called Glider. Wash face thoroughly with soap and warm water to remove razor-dulling grit, then spread on Glider quickly, easily with your fingers. No brush. No lather. Not sticky or greasy.

A superabundance of moisture in this rich cream softens each whisker, yet forms a protective layer over your face to keep blade from scraping. Swiftly and gently your razor glides over your skin. Like a cold cream, Glider helps smooth and soften your skin and prevent chapping and roughness. Glider is the result of 100 years' experience in making fine shaving preparations.

Ernest D. Hullburt
PRESIDENT

P. S. Try Glider at our Expense:

Send your name and address on a penny post card, for a generous FREE tube of Glider "No-Brush" Cream. The J. B. Williams Co., Dept. CG-1, Glastonbury, Conn. Offer good in U.S.A. and Canada only.

LIFE'S PICTURES



LIFE's Photographer Wallace Kirkland, shown above with Miss Mary Jane Walsh, has just completed the most enviable assignment of the winter season, that of photographing the boat trip from New York to Miami via the Inland Waterway (see pp. 53-61). Of his trip he writes: "This was one of those assignments that might have been written in heaven, heading south to Florida in winter with plenty of boat, plenty of time, plenty of film, plenty of stuff to photograph. Miss Florida was a swell gal—easy to look at, easy to photograph, easy to sail with. She took the business of being beautiful as seriously as does an athlete his training. She worked at it 24 hours a day, twelve of which were spent in sleep."

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

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2—EUR.
6—FROM "PINOCCHIO" by C. COLLODI, PUBLISHED BY GINN & CO., © 1939 WALT DISNEY PRODUCTIONS
8, 9, 11—ST. LOUIS POST-DISPATCH PHOTOS
13—A. P.—ACME
16, 17—W. W. (2), INT—THOS. D. MEAVOY (2), ACME, THOS. D. MEAVOY
18—A. P.—JOHN PHILLIPS, W. W.—ACME—W. W.—ACME, INT.
19—INT.
20, 21—P. 1.
22, 23—MINNEAPOLIS TRIBUNE PHOTO by MERRIL PALMER, MINNEAPOLIS STAR-JOURNAL, MINNEAPOLIS TRIBUNE PHOTO by RUSSELL BULL—MINNEAPOLIS STAR-JOURNAL
24, 25—WALT SANDERS from B. S.
26, 27—Maps by TOBIAS MOSS, A. SODARO & CHARLES TUDOR
28—INT.—INT.—INT.—A. P., KAJ HOLSECH & KJELSTHUP from B. S.
31, 32, 34—SELENIX INTERNATIONAL PICTURES INC.
35, 37—MAX GLASS—ARCADIA FILMS
38—HANSEL MIETH
39—FERNAND BOURGEOIS
43—MARCH OF TIME—STONE FILM LIBRARY
44—P. 1.
45—P. 1.—map by TOBIAS MOSS & CHARLES TUDOR
46—INT.
47, 48, 49—P. 1.
50—MARGARET BOURKE-WHITE, INT.
53—WALLACE KIRKLAND
54—WALLACE KIRKLAND etc. H. map by TOBIAS MOSS & CHARLES TUDOR
55—WALLACE KIRKLAND
56—WALLACE KIRKLAND etc. H. map by TOBIAS MOSS & CHARLES TUDOR
57—WALLACE KIRKLAND etc. L. cen. P. J. CONWAY
58—WALLACE KIRKLAND etc. H. map by TOBIAS MOSS & CHARLES TUDOR
59, 60, 61—WALLACE KIRKLAND
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74, 75, 76—MORSE-PIX

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How's your "Pep Appeal"?



Gran'ma: Fiddlesticks to "glamor"! What you need is some pep appeal!



Cinderella: What the dickens is "pep appeal," Gran'ma?

Gran'ma: It's a feeling of well-being. It's "oomph" and zest and zip-zip! It's what you lack because you don't eat right. Don't get your vitamins. You come with me and we'll make a start right now.



Gran'ma: Now remember! We can't have pep without vitamins. And one of the best ways to get two of the important vitamins (B₁ and D) is right in KELLOGG'S PEP.

Cinderella: Never mind your old vitamins, Gran'ma. Your PEP tastes delicious! So crisp and flaky and full of flavor! I'm going to have it every breakfast!



Cinderella: (sometime later) I'll see tonight if your idea works.

Gran'ma: Where there's pep there's hope!

Vitamins for pep! Kellogg's Pep for vitamins!

Pep contains per serving: 4/5 to 1/5 the daily need of Vitamin B₁, according to age; 1/2 the daily need of Vitamin D. Made by Kellogg's in Battle Creek. Copyright, 1940, Kellogg Company.

PERMAPOINT

25¢
instead of 50¢ or \$1.

New, thinner leads
write thin like this!

The big value today, in automatic pencils! New ultra-thin leads are permanently pointed—and the see-through barrel carries 12 extra leads, enough for a year's writing. Featherlight, PERMAPOINT makes writing an effortless pleasure.

PERMAPOINT and PERMAPOINT REFILL LEADS (black or colors) are featured by Stationers from Coast to Coast.

LOOK FOR THE NAME

EBERHARD FABER

U.S.A. SINCE 1849

America's Oldest
Pencil Factory

PENCILS OF ALL KINDS
MECHANICAL PENCILS
FOUNTAIN PENS, ERASERS
RUBBER BANDS, ETC., ETC.

MAKERS OF THE FAMOUS MONGOL PENCILS

SPEAKING OF PICTURES . . .



Smoke drifts over the city, often blanketing downtown St. Louis until midafternoon. Over this district, the air is

clearing but the haze hangs in the background. The worst smoke offenders are not big factories, which use fuel so effi-

ciently that it does not go wastefully up the chimney. Biggest smoke makers are homes whose furnaces burn badly.



At 9 a.m. downtown, autos and trolleys have headlights burning brightly while shop signs and windows are lighted.

Smoke causes St. Louis to pay more than \$1,000,000 a year for extra electricity. It also blights the city's residential

areas, forcing people to move out into suburbs or country, which aggravates the city's real-estate tax problem.

...THESE SHOW HOW SMOKE BLACKS OUT ST. LOUIS

The gloomy city shown in these pages is no European capital suffering a blackout. It is the peaceable metropolis of St. Louis, Mo., suffering from smoke. The photographs were all taken one recent day by the St. Louis *Post-Dispatch* as part of a city-wide anti-smoke campaign. One out of three days since last November, St. Louis has been overhung with a grimy pall through which traffic crawled and coughing citizens wandered with a bituminous taste in their mouths.

St. Louis has long been a sooty city. It is probably the smokiest municipality in the country, worse even than Pittsburgh. Like Pittsburgh's "smog," St. Louis' smoke is really a mixture of smoke and fog. It lies heaviest on windless winter days when fog comes up from the river and 100,000 chimneys belch blackly. Almost all St. Louis burns soft coal from the southern Illinois mines across the Mississippi. A current municipal committee is considering the possibility of making St. Louis burn only smokeless fuel, processed from soft coal. But the mayor has been bombarded with other ideas. One man suggested that airplanes fly to and fro over the smoke, spraying lime to precipitate the soot. Another proposed that the city install giant fans which would be turned on when the air got thick and blow the smoke away.



Out in St. Louis County, the sun shines bright at 9 a. m. while downtown streets are smoke-bound. As drivers approach city, they have to turn headlights on dim, at first, then full.



Traffic feels its way. Because it moves very slowly in the darkness, there are no more accidents than usual on smoggy days, but the damage to drivers' nerves is incalculable.



Visibility is low, with people able to see barely a quarter of a block. Even bus drivers lose their way and auto drivers follow along behind trolley cars to cross intersections safely.



The pale sun shines over the turreted Telephone Building, and gives St. Louis a vague resemblance to foggy London.



Street lights go on. The day after a big smoke, doctors do a land-office business soothing rasped throats and noses.



Beyrimed statues stand like ghosts in the gloom. This is Gen. Grant. Smoke impurities eat away metal and stone.



WHAT DO THE 60,000-MILE DRIVERS SAY?

Sensation of the auto world is the astonishingly quick success of the big new Mercury 8—the car that literally rode into the ranks of the best-sellers on its owners' praise. Most enthusiastic about the Mercury are the motorists who have to be most particular—the steady drivers who *depend* on their cars. Many of them have written to us voluntarily in praise of the Mercury 8. Here's what they say:

"I travel 6000 miles a month," writes C. H. J., a Colorado salesman, "and my Mercury averages better than 20 miles to the gallon. My total operating expense has been less than 1.6 cents per mile!"

"Seven people in each car, and plenty of room too," says the manager of a touring radio troupe. "We operate four Mercurys about 3500 miles a month!"

"33,612 miles in 5 months is my Mercury record," says J. D. B., of Washington, D. C. "Considering

that two-thirds of it was at high speed, my 19-miles-per-gallon average is remarkable. The big Mercury levels the hills, straightens the curves, makes level roads run down hill!"

"I can't help bragging about my Mercury," says B. S. C., of New Orleans. "I've covered a total of four thousand, two hundred miles in six days driving through the Southwest at high speeds. Mountains and desert, good roads and bad—my Mercury never gave me a minute's trouble."



You'll recognize all important fine-car qualities in the big Mercury 8. Extra seat width and floor space . . . improved all-weather ventilation and sound insulation . . . Finger-Tip Gearshift on the steering post . . . and the ease and comfort of a truly leveled ride. To all this the Mercury's brilliant V-type, 8-cylinder engine introduces **ECONOMY** unexpected in a car of its size. This combination of advantages has made the cleanly-streamlined Mercury a success from the time of its introduction—have you driven it yet?

MERCURY 8

SEE ANY MERCURY, LINCOLN-ZEPHYR OR FORD DEALER



A full rear seat, unusual in a coupe body, distinguishes this Mercury Sedan-Coupe. Rear compartment seats three in comfort, is often used to supplement the rear deck luggage compartment.



The smoke rolls out into suburbs. Here it moves like a black blanket towards the Meadow Brook Country Club on which the sun is still shining. Surrounding municipalities suffer sad'y when a breeze comes up, blows St. Louis smoke at them.



Parts of the city escape the worst of the smoke. Above is a residential district on Kingshighway Boulevard, getting some wan sunshine. Below is St. Louis seen from an airplane. Light column is smoke coming up from an offending smoke stack.



Fight a *COLD* two ways with *Sal Hepatica**



MR.: This is a cold, darling, and no mistake. I didn't dare stay out to practice any longer—in fact, I'll bet I'm in bed the day of the ski jump contest.

MRS.: You're going to bed now, m'love— but first I'm going to give you a saline laxative with a swift, two-way help— Sal Hepatica.



MR.: Swift? Two-way? Sal Hepatica must be different!

MRS.: Different is right! First, Sal Hepatica is gentle in its laxative act on, yet it acts fast—and I don't need to tell you that speed is important in fighting a cold. And second, Sal Hepatica helps Nature counteract the aridity that often accompanies a cold.



MRS.: Oh, darling, what a jump you made! You'll be in the Olympics, next!

MR.: You ought to get the cup, dear, because I'd probably be still down with a cold, if it hadn't been for that saline laxative, Sal Hepatica.

* A recent survey conducted by seven leading medical journals shows that 7 out of 10 doctors prescribe a *saline* laxative, in treating colds.

SAL HEPATICA

Get a bottle of this famous saline laxative at your druggist's today

TUNE IN! Big New Fred Allen Show—Wednesdays at 9 to 10 P. M., E.S.T.

A Declaration of Merchandising Principles

WE, the undersigned General Motors dealers, conduct our business in accord with the following principles, as being sound, equitable and in the public interest:

We believe in value, as measured by quality and price, as being the foundation of success and the safeguard of good will.

We mark every car on display with the GM "plainview" price tag illustrated, which shows each and every item that goes into our final delivered price.

We include as "extras" in our prices only such extra equipment or accessories as you may elect to buy.

We display the same information on wall charts in our showrooms, and provide you after purchase with an itemized invoice showing you exactly what every penny of your money buys.

We observe the foregoing principles because we believe our customers appreciate out-in-the-open dealing.

We could, of course, operate on a different basis.

For example, we could inflate a

total retail delivered price in any one of a dozen ways.

That might give us more profit per car, but it would give you less value, and in the long run would cut our volume down.

Or, we might offer you as an inducement more for your used car than it is actually worth in the market.

We could offset that over-allowance by adding what is called a "pack" to the price, quoting our price on the new car only after hearing what you want for your used one.

Or in a total un-itemized price we might include equipment or accessories that you don't really want, but would be charged for.

Or we might "build up" the finance charges, if you buy the car on time, to cover other seeming concessions allowed you.

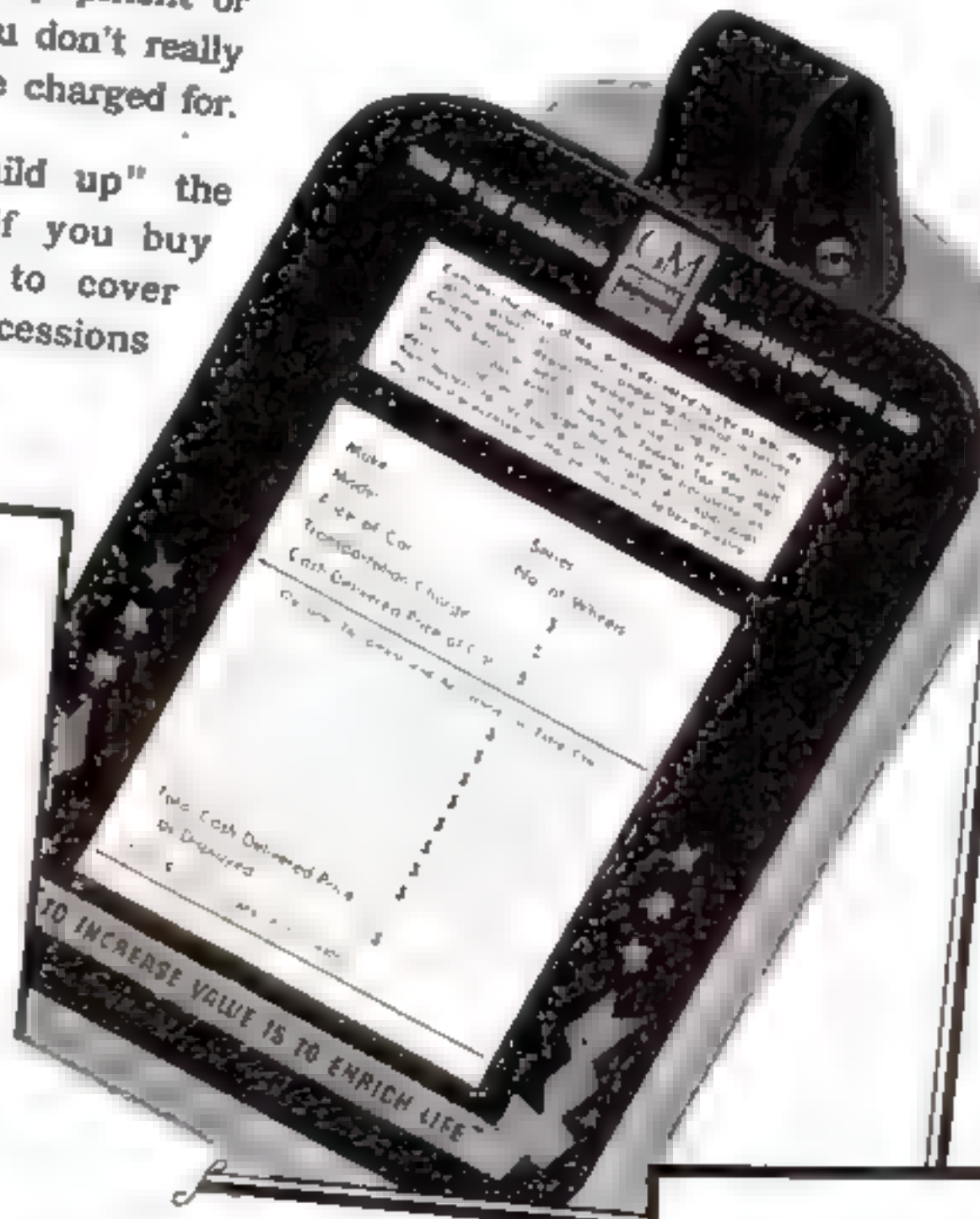
But we don't do these things. We don't believe in them. We think they have no place in the right kind of transaction. They are deadly enemies to confidence and durable success.

Instead, we seek your business on the basis of high-quality merchandise of known reputation. We invite you to examine our cars in detail, to judge their merit for yourself, then look at the price tags.

Thus, before you buy, you have the whole picture.

You can see the value — and you can see the price.

This is the standard price tag used by General Motors dealers to show what makes up the price of new cars delivered to customers. "PRICE OF CAR" means the price we charge for the car itself, including reimbursement for Federal Tax and conditioning — "TRANSPORTATION CHARGE" means a charge for transportation from factory to you, based on rail rates — "OPTIONAL EQUIPMENT AND ACCESSORIES" means the charge for any extra equipment or accessories you elect to buy.



LESTER R. BROWN COMPANY

ALLEN R. BROWN COMPANY

CHARLES DUFHE COMPANY



GENERAL MOTORS

The advertisement reproduced here is one of a series on motor car merchandising being published in newspapers in many cities throughout the country and signed by General Motors dealers, in the interests of sound business methods and the better information of the public.

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • LA SALLE • CADILLAC

CONTENTS

THE WEEK'S EVENTS

Clouds of War and Politics Hang Heavy as 76th Congress Opens	15
LIFE on the Newsfronts of the World	16
Terpedoed British Freighter Goes Down into the Atlantic	19
Volunteer Englishwomen Pass in Review on Way to France	20
19 Die in Minneapolis Fire	22
WPA Starts Measuring 100,000 Women to Get Standard Dress Sizes	24
Major Eliot Reports on the Russian Campaign	26
British Contraband Control System Seeks to Strangle Germany	44

PHOTOGRAPHIC ESSAY

The Inland Waterway: From New York to Miami on the "Do-He"	53
--	----

MOVIES

"Rabson"	31
"Entente Cordiale"	38

ART

Frederic Taubes Paints "The Filming of 'Birth of a Nation'"	39
---	----

SCIENCE

U. S. Is World's Chief Diamond Buyer	62
--	----

SPORTS

Ralph Lincoln Vaughn Is Best 1940 Basketballer	66
--	----

OTHER DEPARTMENTS

Letters to the Editors	2
Speaking of Pictures: Smoke Blows Out St. Louis	3
People	70
LIFE Goes to a Bingo Party	74
Pictures in the Editors	78

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LIFE'S COVER. Picking the best basketballer of the year is even harder than picking an All-America football team. Last fortnight, however, experts were giving more publicity to Ralph Vaughn of Southern California than to anybody else. They called him best shooter and defensive man of the year. On cover, wearing No. 13, he is shown dribbling ball past his teammate Tom McGarvin. Ralph is an unusually clean basketball player. In the five games he played in the East, he did not have a single foul called against him. For more on him, see p. 66.

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HOW I RETIRED ON A LIFE INCOME OF \$150 A MONTH

To men of 40 who want to retire in 15 years

"FIFTEEN years ago I made a discovery that changed my life. I believe it will interest you.

"When I was 40, I was worried about my future. I wasn't getting ahead. I seemed to be living in a circle, and I was dissatisfied. I used to dream of being able to relax, forget money worries and enjoy life. I longed for security.

"But it seemed hopeless. I wasn't rich. I probably never would be. Like millions of others, I would simply live and work and die—spend a lifetime trying to make both ends meet.

You don't have to be rich

"But that was 15 years ago. Now I have retired on a life income. I have no business worries—my security is guaranteed. I can work or play, as I like. Each month the postman hands me a check for \$150 and I know that I will receive another \$150 every month as long as I live.

"My friends are envious. They want to know how, without being rich, I ever managed to retire on a life income. The answer is simple: When I was 40, I discovered the Phoenix Mutual Plan.

"The minute I read about this Plan, I realized it was just what I needed. Through it, I could get a life income of \$150 a month in 15 years, protect my family, and even get a disability income if, before I reached 55, total disability stopped my earning power.

"Best of all, I could do all this through long-term, easy payments, and for far less money than ordinary investments require.

"Today, at the comparatively early age of 55, I have the things I want—life-long security, the opportunity to travel, to hunt and fish, to live fully and well. I can laugh at worries. I can be sure of comfort and happiness in the years ahead—with a guaranteed income of \$150 a month for life."

This story is typical. Wouldn't you like to make sure of your own future?

Wouldn't you like




to find out, for yourself, how the Phoenix Mutual Plan works? You can get the facts, without obligation, by sending for the free booklet offered below.

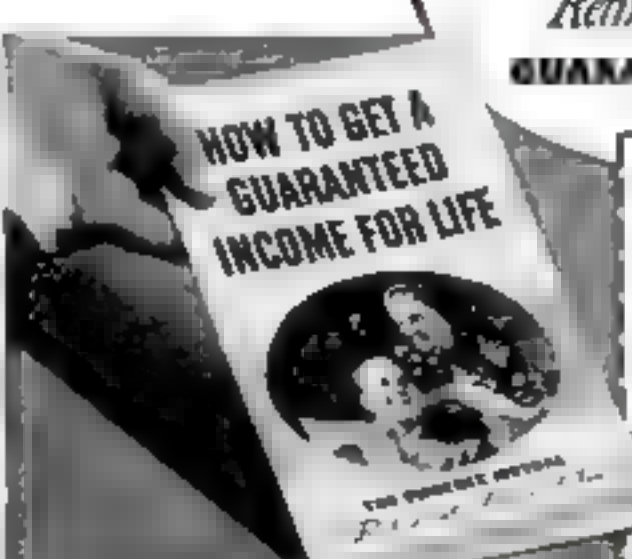
Send for Free Booklet

Send the coupon below and you will receive, by mail and without charge, a booklet which tells all about the Phoenix Mutual Plan. In a simple, illustrated way, this booklet explains how to get a life income of \$10 to \$200 a month or more, starting at age 55, 60, 65 or 70.

It shows how to fit the Plan to your own needs, large or small. Don't delay. Don't put it off. Send for your copy now.



PHOENIX MUTUAL
Retirement Income Plan
GUARANTEES YOUR FUTURE



Phoenix Mutual Life Insurance Company
393 Elm St., Hartford, Conn.

Please send me by mail, without obligation, your book describing the PHOENIX MUTUAL RETIREMENT PLAN.

Name _____

Date of Birth _____

Business Address _____

Home Address _____

Cover, 1940, by Phoenix Mutual Life Insurance Company



❧ A Good Table Is An American Tradition ❧

AMERICA has always set the best table! In your grandfather's time and now—whether it be in the little cottage on Maple Street or the mansion on the hill, there is no greater contrast between this and other nations than our table, for there the superiority of the American standard is most clearly defined.

If you would know the secret of American drive, love of action and zest for doing things—just look at the good American table.

Varied soils and friendly climates bring to our kitchens an assortment of fine foods unequalled in any other country. Not only do we draw on these native riches—tender meats, garden-fresh vegetables and luscious fruits—but we reach out

for the best of other lands . . . the puddings of England, oils of Spain and spices of the Orient.

Scores of traditional American dishes are unsurpassed for hearty goodness and rich simplicity . . . blushing cream of tomato soup; crisp, tangy green pickles; mince pie, with its treasure of currants, candied peels and fragrant, subtle spices; old-fashioned chicken soup with golden pools of richness floating on top; and glorious, munchy oven-baked beans drenched with the kind of pungent molasses sauce that made the Pilgrims hurry home to dinner.

For seventy years the House of Heinz has helped the American housewife set a good table. Where good things grow best is where you'll find Heinz

Kitchens . . . capturing the fresh flavors that the good green earth, benign sun and friendly rains bestow. Heinz never forgets that in this land of homes, folks want their food to taste home-made. So neither pressure of time nor demand for quantity ever induce Heinz to cook in any but the good, old-fashioned way . . . in moderate sized batches, with unending patience.

We're proud of the important part we've played in establishing and carrying on the traditional high standard of American food. We're proud, also, that we've been a welcome guest at the American table for seventy years.

H. J. HEINZ COMPANY, PITTSBURGH, PA.
TORONTO, CANADA (57) LONDON, ENGLAND



IN HOUSE PRESIDENTIAL GALLERY: DIANA HOPKINS, GRANDCHILDREN SISTIE & BUZZIE DALL, UNCLE FREDERICK DELAND, WIFE AND MOTHER (FOLLOWING TEXT)

CLOUDS OF WAR AND POLITICS HANG HEAVY AS 76TH CONGRESS CONVENES

On the third day of the new year, the most important legislative body in the world met in solemn conclave in Washington, D. C. The Congress of the United States still wields its great power in a time when stress of war has forced the parliaments of Great Britain and France to yield some part of their traditional freedom. It was this war that was brought sharply before the 76th Congress when it met in joint session to hear President Roosevelt's address on the State of the Union.

With his family sitting in the gallery in varying attitudes of interest (*see above*), the President discussed the State of the Union in terms of foreign wars. To keep the horror of war and dictators from this country, said Franklin Roosevelt, real national unity was needed. In a serious voice, free of oratory, he spoke his firm intention to keep the U. S. out of war. But in his words lay the warning that the U. S. might have to take sides if the Allies were losing. "The peoples of other nations," he said, "have the right to choose their own forms of government. But we in this nation still believe that such choice should be predicated on certain freedoms. We know that we will never be wholly safe at home unless other governments recognize such freedoms." This meant that, to save democracy, the U. S. might some day have to face the question of fighting with the democratic Allies against totalitarian enemies.

The President's friends and foes in Congress generally joined in praising the speech as patriotic, temperate, non-controversial. But nobody entertained the illusion that need for national unity would turn the session into a non-partisan picnic.

In any Presidential year, the cloud of politics hangs heavy over Congress. Sitting in the Senate now are four strong candidates for the Presidential nomination—Republicans Vandenberg and Taft, Democrats Wheeler and Garner. In the House is Republican Dark Horse Joe Martin. Any move these

key men make will be carefully calculated for its effect on their Presidential chances. Quickly the Republicans trained big guns on the most specific part of Roosevelt's speech—his defense of Secretary Cordell Hull's reciprocal trade pacts. Along with trade pacts, national defense and Federal expenses promised to be big issues of the session. Republican Senators came out strongly against the Roosevelt proposal that new taxes be levied to help defray an appropriation of \$1,800,000,000 for national defense.

Day after his State-of-the-Union speech the President sent his 1941 budget message to Congress. It asked for expenditures of \$8,424,000,000—\$675,000,000 less than the current 1940 budget. The President proposed new but unspecified taxes to raise \$400,000,000 as an offset to increased expenditures for national defense. His budget brings the national debt up to within \$62,000,000 of the \$45,000,000,000 limit, which the debt cannot exceed under present law.

If the President has his way, this session will be short. Long sessions breed dissension and the President is anxious to retain the unity, or the semblance of unity, that the Democratic party has assumed in the past few months. There is much legislation to be done—fiscal, national defense, labor, farm, relief—and the Republicans might prefer a long session to make trouble for the disputatious Democrats.



BANKHEAD AND GARNER HEAR ROOSEVELT SPEECH

The Senate meets, marches to the House, thinks about pacts, budgets and new appointments



Senator Vandenberg looked cocky, rising from his office to the Capitol in the Senate midway as Congress opened. He has given himself a fine chance to further his Presidential ambitions and beat those of Cordell Hull by demanding a Senate investigation of the Secretary's resignation. Trade pacts, not popular with farmers.



The Senate en masse crosses the Capitol to the Chamber of the House where the President delivered his State-of-the-Union address to a joint session. Leading the parade are Vice President John Nance Garner, President of the Senate, and



A new Attorney General, Robert H. Jackson, was appointed by the President who sent his name to the Senate for confirmation. A vigorous New Dealer, "Bob" Jackson, who is 47, comes from Jamestown, N. Y. To his position as Solicitor General, the President named Circuit Judge Francis Biddle of Philadelphia.



Doorkeeper emeritus of House Ways & Means Committee, Harry Parker, was ill and missed his first Congress opening in 68 years. Retired on pension, the veteran sat in a chair President McKinley gave him, listened to broadcast of the opening.



Senator Key Pittman of Nevada. The pair behind is Senator Morris Shephard of Texas and Senator Charles McNary of Oregon. Behind them walk Senator Arthur Capper of Kansas and the Rev. Z. Barney Thorne Phillips, Chaplain of the Senate.



How to reduce the budget was demonstrated by Senator Taft. Challenged by Roosevelt to propose concrete ways of cutting expenses, Taft replied first with this gag of tearing a hunk out of the 1,070-page budget, then followed with a speech in which he told how he could reduce Government expenses by \$1,424,000,000.

THE GLOBE.

CITY OF WASHINGTON:

THURSDAY MORNING, JAN. 8, 1835.

REPUBLICAN CELEBRATION.

The subscribers for the Public Dinner in this city, to be had this day, in honor of the **EXTINGUISHMENT OF THE NATIONAL DEBT, and COMMEMORATION OF THE BATTLE OF NEW ORLEANS**, are requested to call for their tickets at **Brown's Hotel**, prior to 5 o'clock P. M., **THIS DAY**.

The dinner will be at precisely 6 o'clock.

- *Mr. Chief Justice Hughes, 2223 R Street.
- *Mr. Justice McReynolds, 2400 Sixteenth Street.
- *Mr. Justice Stone, 2340 Wyoming Avenue.
- *Mr. Justice Roberts, 1401 Thirty-first Street.
- *Mr. Justice Black, 619 South Lee Street, Alexandria, Va.
- *Mr. Justice Reed, the Mayflower.
- *Mr. Justice Frankfurter, 1511 Thirtieth Street.
- *Mr. William O. Douglas, Silver Spring, Md.
- *Mr. Justice Van Devanter (retired), 2101 Connecticut Avenue.

Items: Democrats invited Republicans to Jackson Day Dinner. Vandenberg produced old clip (top), said he would attend if end of debt were again announced. Bottom: Congressional Directory forgot to call Justice Douglas "Mr. Justice."



A new Supreme Court Justice, fifth appointed by Roosevelt, was named to take Pierce Butler's seat. As everyone expected, he was hairy-browed Attorney General Frank Murphy who did not want the job but was drafted for it. As he sat facing newscameras, he protested gravely that he was "unworthy of the nomination."

LIFE ON THE NEWSFRONTS OF THE WORLD

England drops its War Minister; Eire hunts its bomb-planters; Canada gets Jimmy Cromwell

The War Ministers of Germany and France, Hitler and Daladier, still had their jobs but the British Secretary for War, Leslie Hore-Belisha, was spectacularly shown the door by Prime Minister Chamberlain. This was the not uncommon reward for having been right too often and too long. Nearly alone he had sensed two years ago, when he got his job, that war was coming and that England was not prepared. He had brusquely swept away the General Blimps sitting on Britain's Army and appointed a new hierarchy of relatively young officers, headed by Commander in Chief Lord Gort. Through the meshed red tape of the Army, he and Adviser Liddell Hart had jammed an independent anti-aircraft command and speeded the production of guns. He had made non-commissioned officers directly promotable to officers' jobs in that snobbish gentlemen's army. When war came, England was not ready but it was far readier than if Hore-Belisha, a round-faced, ebullient bachelor, had not been there.



STANLEY

But his impatience of bull-throated error brought him foul of huge, tough General Ironside, Chief of the Imperial General Staff, who sat with Hore-Belisha on the Army Council which now practically rules England (see p. 70). Ironside, despite his bluff, good-fellow manner, is no mean intriguer. He reportedly presently convinced even General Gort, now Commander in Chief of the British Expeditionary Force, that Hore-Belisha was a civilian nuisance. Hore-Belisha, it was reported, had also quarreled with the First Lord of the Admiralty Winston Churchill and with Air Minister Sir Kingsley Wood, a popular favorite. Finally, last week, Prime Minister Chamberlain told Hore-Belisha he would have to move over to the Board of Trade. Hore-Belisha replied that if he had failed in his job, he was nearly guilty of high treason and should quit the Cabinet. He talked it over with his friends all night and in the morning resigned.

His place was filled by nearly as able a man, Oliver Stanley, younger son of the great feudal landowner and Wartime War Secretary, the Earl of Derby. Stanley has long been telling businessmen much what Hore-Belisha had been telling generals. Born to Britain's elect, married to a daughter of the Earl of Londonderry, he lives at Witherslack Hall, last week was abed with grippe. To Stanley's vacant job as President of the Board of



REITH

Trade went able Steelman Sir Andrew Rae Duncan. At the same time Chamberlain replaced the much-criticized Minister of Information, Lord Macmillan, with the creator of the British Broadcasting Co., Sir John Reith, an autocrat who hates newspapers and photographers, a prejudice that apparently qualified him for his job.

German exports. Protest No. 2 was against the seizure from American and neutral ships of American mail destined for neutral countries. Without answering either protest, the Contraband Control committed a third breach of U. S. rights by taking the freighter *Mormacrun*, bound for Norway, into the control port of Kirkwall. This port is within the war zone which U. S. ships are forbidden to enter. In London, British diplomats blandly recalled the comment of contraband officials to the master of the *Exeter* as they removed 252 bags of American mail from his ship: "We are very sorry, sir—but this is wartime."



DE VALERA

Irish Legend. When St. Patrick's Day falls on Palm Sunday, according to Irish legend, the streets will flow with blood and after that Ireland will be free. This year, for the first time in a century, St. Patrick's Day does fall on Palm Sunday, March 17, and the chances are good that blood will flow. The bomb-planting Irish Republican Army has been growing in power and boldness. Christmas week its members raided an Irish arsenal and made off with 1,000,000 rounds of ammunition (of which 850,000 were recovered). On Palm Sunday or on Easter, the rumor is, it will try to seize Northern Ireland or perhaps the Irish Government, and it may seek German help. Last week the frightened Irish Parliament passed Premier de Valera's bill permitting the Government to seize and intern I. R. A. suspects without trial. Minister of Justice Gerald Boland said that the I. R. A. was being financed by "very large sums" from America.

New Minister. James Henry Roberts Cromwell, ex-husband of Delphine Dodge, the motor heiress, husband of Doris Duke, the tobacco heiress, and son of Mrs. Edward T. Stotesbury, wealthy Philadelphia and Palm Beach dowager, reserves his greatest scorn for "the idle rich."



CROMWELL

He has been a captain of marines, vice president of the Peerless Motor Co., author of three books on economics and has fought an exhibition bout with Tommy Loughran. In 1937 he expounded, before a Senate subcommittee, the doctrine of "negative interest" (the Federal Reserve to pay businessmen to borrow money). He wants to repeal the income tax, substitute sales taxes on everything. Mrs. Cromwell gave \$50,000 to the Democratic campaign committee in 1936 and they are frequent White House guests. Last week President Roosevelt appointed him Minister to Canada.

Cost of Glamor Girls. Brenda Diana Duff Frazier, 18, No. 1 Society Glamor Girl of 1939, applied for her allowance to the court which handles her \$3,500,000 trust fund. Said her mother: "She is, in fact, a grown woman, moving in the society in which, because of her parents' and grandparents' background, she has taken a definite place." The judge granted Brenda



FRAZIER

\$1,000 a week to live on.

Gloria Vanderbilt, 15, hands-down candidate for No. 1 Society Glamor Girl of 1941, learned that her estate had increased to \$4,260,077.75. Of her annual allowance of \$25,750, Gloria, who is shared by her mother and aunt, spent only \$10—for books in a Farmington, Conn. bookshop.

Actresses Out. Last week Vivien Leigh (Scarlett O'Hara) was sued for divorce by her British husband, Barrister Herbert Leigh Holman, who named Actor Laurence Olivier as co-respondent. Paul-ette Goddard refused to appear in court in a libel case. Joan Crawford was doing the New York night clubs with her divorced husband Franchot Tone.



STRITCH

Any of these screen queens might have appeared in space at right if the Most Reverend Samuel Alphonso Stritch had not agreed to pose for photographers as new Archbishop of Chicago, saying: "My picture might keep some notorious movie actress out." Archbishop Stritch, who succeeds the late Cardinal Mundelein, is a short, bright-eyed, well-loved priest and scholar, one of the eight children of an Irish schoolmaster. He has been Archbishop of Milwaukee. Besides notorious movie actresses, Archbishop Stritch has come out against Communism, Fascism, the Duke of Windsor and Bingo parties (see pp. 74-76) in churches.

PICTURE OF THE WEEK

An awesome fighting sight is the British freighter on the opposite page, caught at sea by a German submarine, torpedoes and sunk. This photograph was taken with a telescopic lens from the deck of the U-boat after it had broken the surface and was standing by for the final bubble of destruction. As the wounded freighter starts to sink by the stern (below), everything inside breaks loose with a tremendous clatter. Boilers meet the incoming water and usually explode. The cargo crashes through the hull. Finally, as the sinking ship reaches the perpendicular, it seems to hover a moment before it plunges down below the waves, bow last.





VOLUNTEER ENGLISHWOMEN OF MECHANIZED TRANSPORT CORPS PASS IN REVIEW ON



No Guards' regiment on parade, these ladies of Britain's Women's Mechanized Transport Training Corps march past their commandant (see opposite page) in wavering lines and

badly out of step. At command of "Eyes Right!" the pretty girls fairly throw their faces at the camera. The W. M. T. T. C. is a volunteer organization whose members supply

their own cars, buy their own uniforms, take courses in night driving and map-reading. Two detachments were scheduled to go to France to serve with the civilian authorities.

THEIR WAY TO FRANCE WHILE THEIR LADY COMMANDANT TAKES THE SALUTE BLIND



Closing her eyes is the only solution that Commandant G. M. Cook of the Women's Mechanized Transport Training Corps can find for facing the sight on the opposite page.

Pulling in her chin, she smartly snaps to the salute. On her cap is the wheel insignia of her organization of society women who are doing their bit for England. Doubtless the last

straw for Mrs. Cook will be the discovery that somebody left a thumb print on the negative of this photograph of her, producing the smudge on her greatacoat at the bottom.



In the first few minutes of fire, flames swirled up through the heart of the hotel. Firemen responding to the first of four

alarms found the blaze already beyond control. Here you see floodlights lighting walls, fire rearing through the roof.



The burned body of female victim, tied in a tarpaulin, is taken down a ladder by firemen. Her husband had jumped to safety.



Down the ladder from the top floor, a fireman carries the shrouded body of a victim. Flames, raging through the center of the building, destroyed stairways, forcing firemen to use ladders for salvage work.

19 DIE IN MOST DISASTROUS FIRE

Shortly before dawn on the morning of Jan. 8, flames erupted through the thin aging walls of Minneapolis' Marlborough Hotel, cut through doors and partitions and in one dreadful blast converted the entire structure into a furnace of unendurable fire and smoke. In 56 single rooms and 23 apartment units, 125 tenants lay sleeping. Before they awoke, corridors and stairways were hung with curtains of fire.

Throwing coats over their heads, they dashed blindly into the halls. Some staggered to the street, singed and seared. Others lost themselves in labyrinths of smoke, and dropped to death when falling floors swept them into the basement under tons of fiery debris. Many plunged through windows and were killed on the icy pavement below. Of every six persons in the Marlborough Hotel, only five escaped alive.



Short of stretchers, firemen used ladders to carry the victims from the fire area. Vicer from these lines turned the street into a treacherous lake of ice. When the



But, terrified, she refused to follow him, succumbed to smoke and fire. Note the ice on rungs of ladder and firemen's helmets.



In the gray morning light, smoke still billowed from the building's charred guts. The white areas on the walls are

encrustations of ice. The Marlborough Hotel, which was 50 years old, was insured for \$47,000. Destruction was total.

IN THE HISTORY OF MINNEAPOLIS

Soon the building was only a hollow charred rectangle. Nineteen persons had been burned to death, crushed or killed in falls. Twenty-five were injured. Three were still missing next day.

Minneapolis clamored for the cause of the worst fire in its history and demanded to know why it had spread with such fatal rapidity. A theory adduced by pyrological investigators blamed a "heat explosion." They suspected that a burning cigaret, tossed down the garbage chute, had ignited refuse which smoldered all night, sending fumes up flues, under doors, through the brick-veneered building's wooden heart. When the sweltering garbage finally burst into flame, oxygen-infused gases had exploded with such volcanic violence that every cranny of the doomed Marlborough Hotel was honeycombed with living fire.



Fire started at 5:50 a. m., the thermometer stood at 5 below zero. Bodies resting on the sidewalk froze fast and firemen had to use axes to chip them free.



Salvaging clothes, a tenant hurries to safety with fireman's help. Note neatly-pressed trousers, folded on hangers, mottled with drops of water. Few survivors were able to salvage even smallest belongings.



Sizing problem facing the manufacturers is suggested by the women lined up here. Since project will result in consumer benefits, workers hope real women will co-operate.



Measuring equipment includes leveling platform, anthropometers, protractor head, shoe last, steel tape, reel and black skin pencils, neck chains, clock, timer, knitting needle and razor blades.

WPA STARTS MEASURING 100,000 WOMEN TO GET STANDARD DRESS SIZES

At the L. Bamberger & Co. store in Newark, N. J., stylish slouts, junior misses, half size women, extra tall, and all the other types of women born equal but definitely not equally developed, are now being measured as part of a new WPA project for standardizing sizes of women's ready-to-wear garments.

Under the present hit or miss system of cutting women's garments, a slim woman of 40 wears size 12 clothes, while her plump overdeveloped 14-year-old daughter can't get into anything smaller than an 18. These are arbitrary numbers with no logical relation-

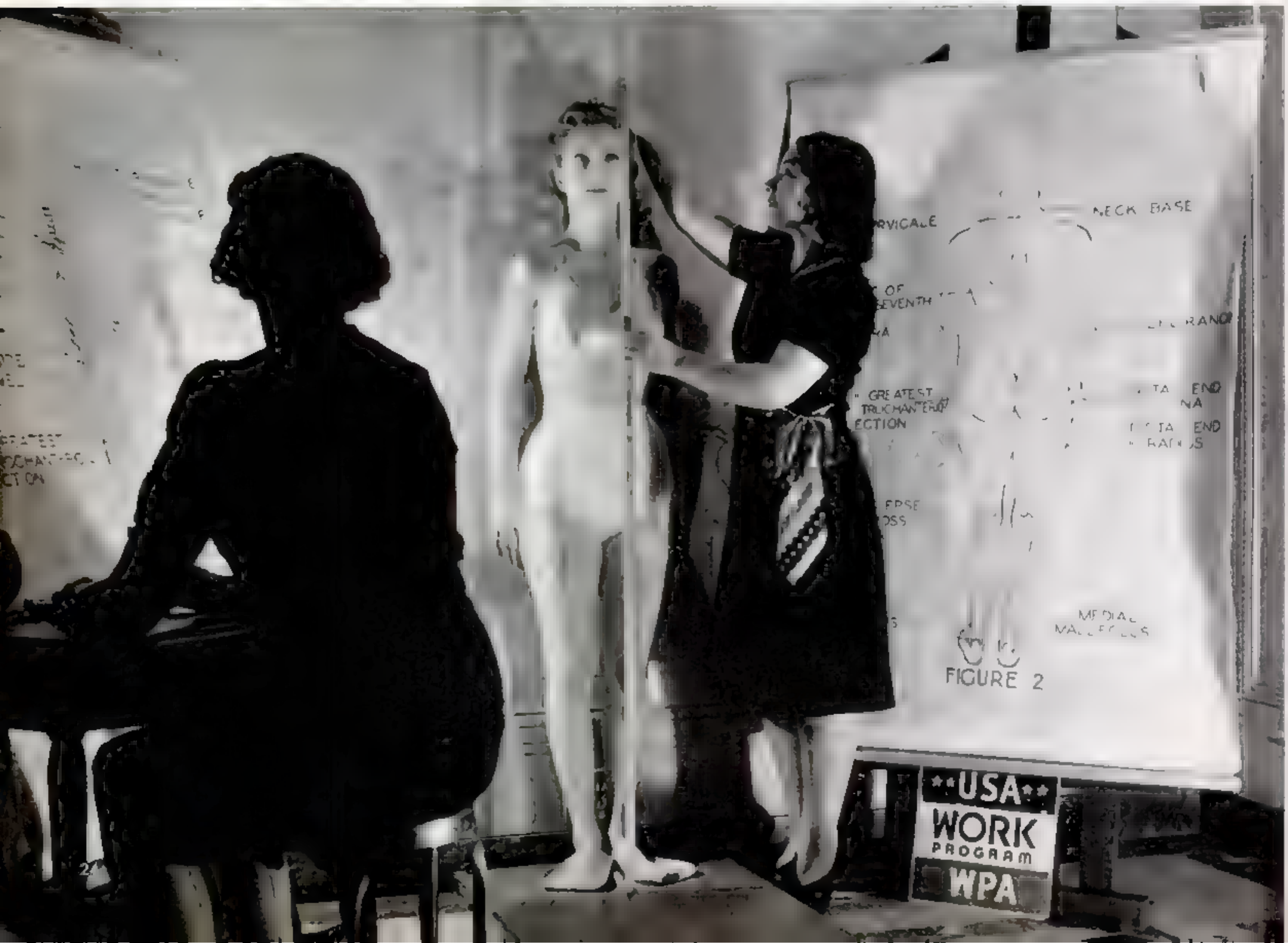
ship to measurements. Manufacturers, faced with an estimated \$10,000,000 annual headache due to mistakes and alterations, appealed to the Federal Government for help. Result is the WPA survey being conducted under the sponsorship of the Department of Agriculture's Bureau of Home Economics.

WPA hopes that at least 100,000 volunteers will let themselves be measured. Detailed measuring instructions are contained in a 50-page manual, include 50 different measurements, all to be taken in centimeters. Woman being measured on these pages is a model.

Measuring procedure starts with taking weight and height of subject. Almost life-sized charts guide the workers. Woman

in foreground is the recorder. Cotton brassiere and pants are part of WPA equipment, are laundered after each wearing.

Paper scaffolds are discarded. Subject stands on leveling platform. Anthropometer registers model's height as 164.2 cm.



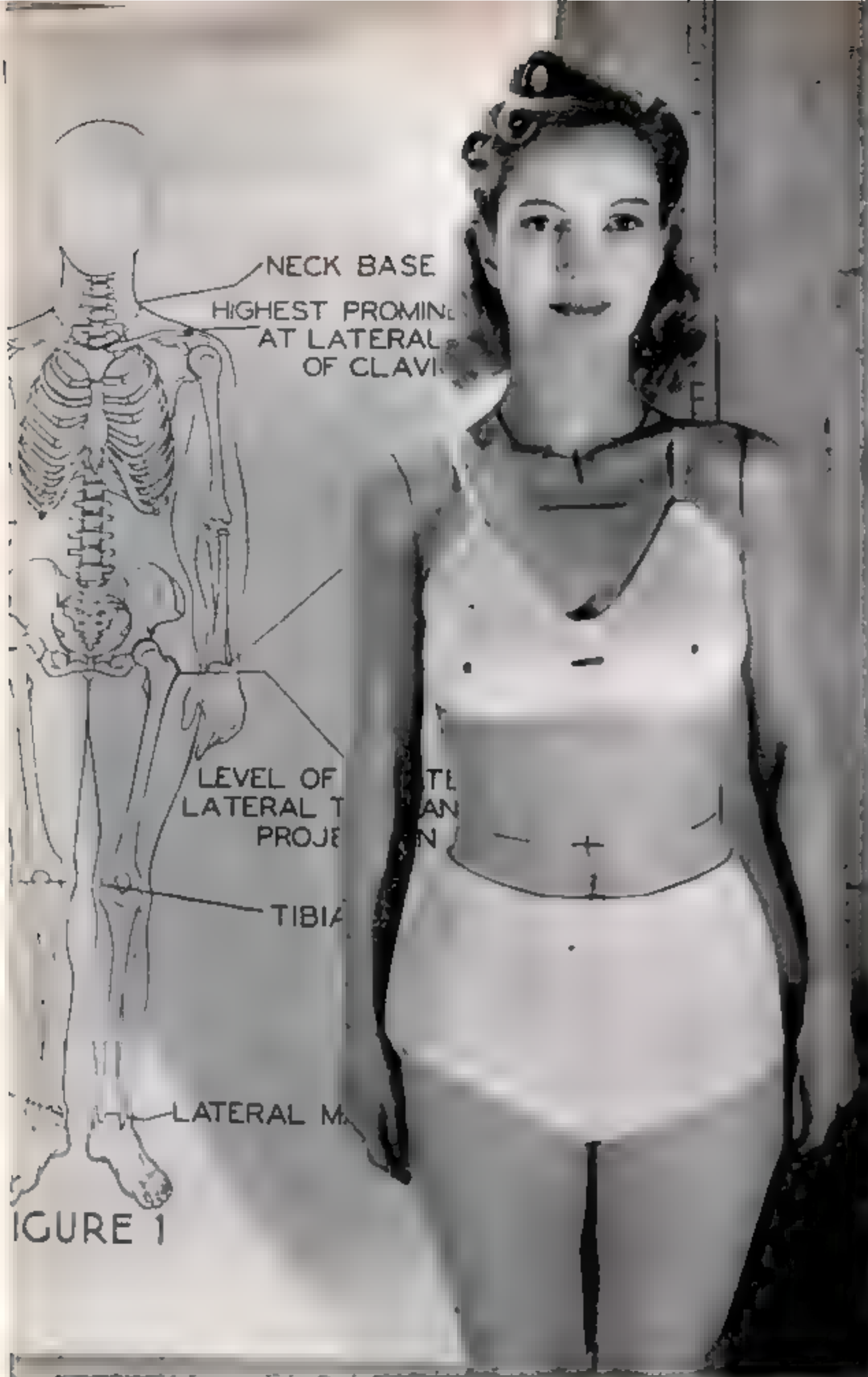


FIGURE 1

Body landmarks made with skin pencils serve as points of reference for measurements. Marks shown here include neck base, sagittal plane, armscye, greatest extension of bust, trunk line, average waist level.



Girth of sitting spread, important in cutting women's skirts, is taken with subject sitting erect on table too high for feet to reach floor. Knees touch the edge of table.



Vertical trunk girth, an important measurement for bathing suits, is taken by passing tape over shoulder and under crotch.



Height of tibiale is related to skirt lengths. The observer should squat at side with eyes at the level of the gluteal fold.



Abdominal girth is taken with tape at point of greatest abdominal extension. Model's measurement was 84 centimeters.

RUSSIAN CAMPAIGN AGAINST FINLAND

By MAJOR GEORGE FIELDING ELIOT

The first phase of the Russo-Finnish war is now at an end, with the repulse of all the Russian attacks over the whole stretch of frontier between the Arctic Ocean and Lake Ladoga. Finland is thus temporarily freed from any further anxiety in the North, and the Russians appear likely for the present to confine their attention to attempts to break through in the South by sheer weight of numbers.

This is a war in which lines of communication play a pre-eminent part. The forests and tundras of northern Finland allow of no living off the country. Any invading force must bring its supplies with it and the numbers that can be used are strictly limited by the availability of roads and of motor transport. As troops advance farther from their base, the amount of motor transport required to maintain them increases in geometrical progression.

The Finnish strategic plans, and even the layout of their railway system, have always been oriented toward Russia as the most likely enemy. On Map No. 1, note the two parallel lines of railroad, one from Kemi on the Gulf of Bothnia through Oulu and Nurmee to Sortavala on Lake Ladoga, and one behind it and paralleling it from Ylivieska to Lake Ladoga, with transverse lines connecting the two. These lines, connected as they are with Helsinki, Viipuri (Viborg) and other Finnish centers, give the Finns lateral freedom of movement against any Russian attack coming over their eastern frontier. Each Russian attack must move by a single bad road from a base on the distant Leningrad-Murmansk railway. Already weary, these troops cannot hope for help from any other attacking forces. It becomes obvious that such Russian columns are exposed to concentrated attack by fresh Finnish forces striking outward from their railway points. This is what is meant by operation on interior lines (Map No. 2). Enormous as is the Russian superiority in numbers over the Finns, what counted in this campaign was not the total of soldiers possessed by Russia, but the numbers which the Russian staff could bring to bear at any decisive point, against the Finns, and which the Finns could mass to meet them there.

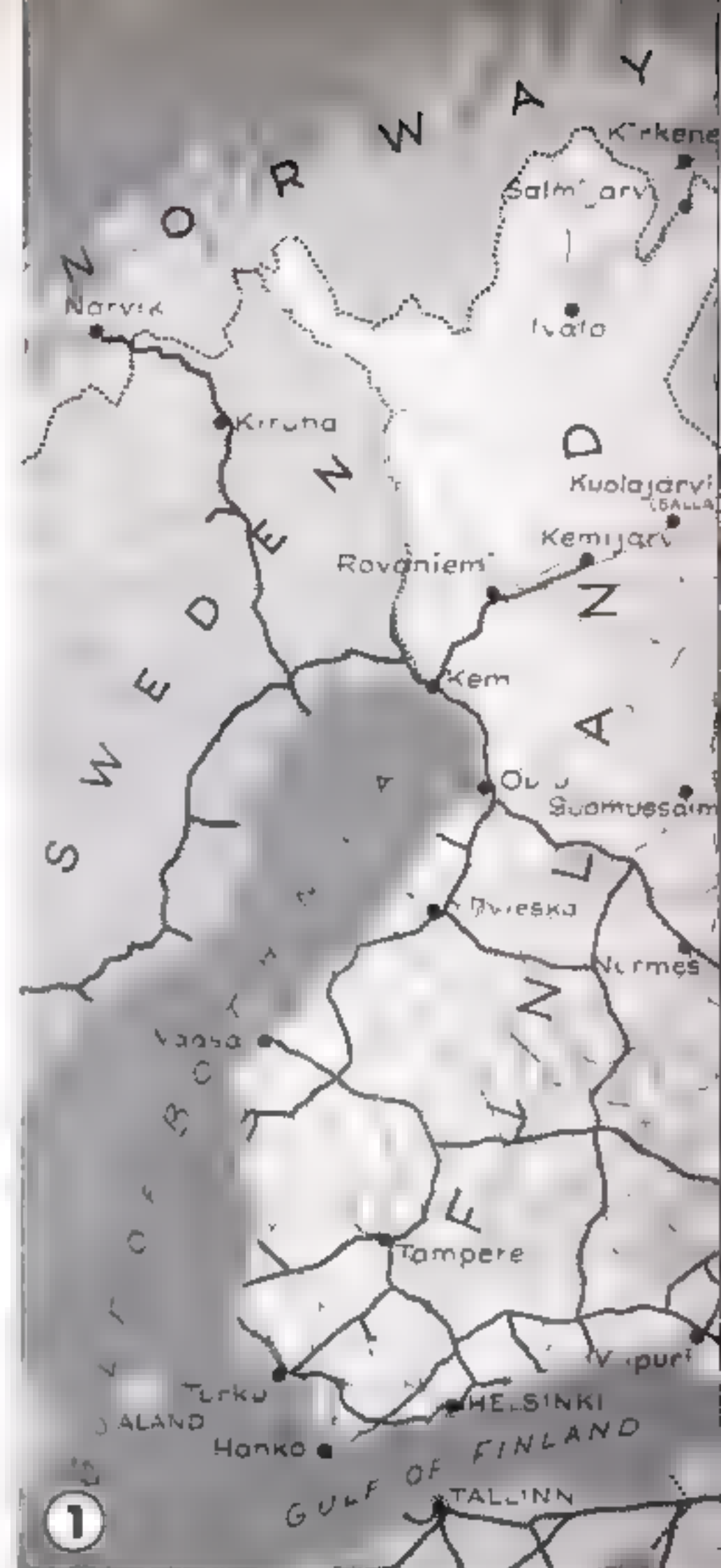
If you will draw a straight line across Finland from the port of Vaasa on the Gulf of Bothnia to Sortavala on Lake Ladoga, the center and citadel of Finnish power, almost all the industry and nine-tenths of the population lie south of that line. This southwestern part of the country is therefore the area from which the Finns must operate and from which they must draw their resources for war. Any threat to this part of Finland is a paramount consideration in defensive plans, just as any threat to the northeastern part of the United States

must be a paramount consideration to our war staffs.

Such a threat from Russia could come by the Karelian Isthmus, a strip of land some 65 miles wide between Lake Ladoga and the Gulf of Finland through which run the main railways and roads connecting Finland with Leningrad and the rest of Russia. Or it could come around the northern shore of Lake Ladoga, involving a march of about 150 miles from the Russian frontier before any point seriously endangering the Finnish positions on the Isthmus could be reached. Across the Isthmus the Finns long ago constructed a deep fortified zone named after their commander in chief, Field Marshal Baron Mannerheim. These fortifications took full advantage of the numerous lakes and rivers which impede free movement of troops through the Isthmus. North of Lake Ladoga special defensive measures were also undertaken. The military center of Viipuri sits behind both these sectors, connected with the rest of Finland by rail and road, and from Viipuri reinforcements can be rushed either to the north of the lake or to the Mannerheim Line. Lake Ladoga thus divides any Russian effort in this area into two.

The forces with which Finland began the war were three divisions, expanding on mobilization into army corps of two divisions each. In addition, there were a cavalry brigade, including some mechanized units, five battalions of light infantry, a few batteries of heavy artillery, three battalions of coast artillery and an anti-aircraft regiment. Behind these first-line forces were six reserve divisions, besides the Civil Guard, a sort of crack militia locally organized and charged with the defense of particular localities. Some of the reserve units were charged with the duties of fortress troops in the permanent fortified positions of the Mannerheim Line, leaving the field army free for a war of maneuver. The war plan (Map No. 4) called for the concentration of the Second Corps at Viipuri, to move north of Lake Ladoga to cover that sector; for the Third Corps to back up the defense of the Mannerheim Line; and for the First Corps to form the strategic reserve, plus any reserve divisions which might be made available as mobilization proceeded. The initial defense of the whole north was left to the Civil Guard except for a battalion of regulars in the Petsamo region. The total Finnish strength on mobilization may be estimated as 127,000 first-line troops, plus 100,000 reserves, to which may be added the Frontier Guard, a military police force numbering perhaps 5,000—a total of around 230,000 effectives. The Civil Guard could provide another 100,000. This would be Finland's maximum effort in organized warfare.

The Russians had, of course, an enormous Army, but



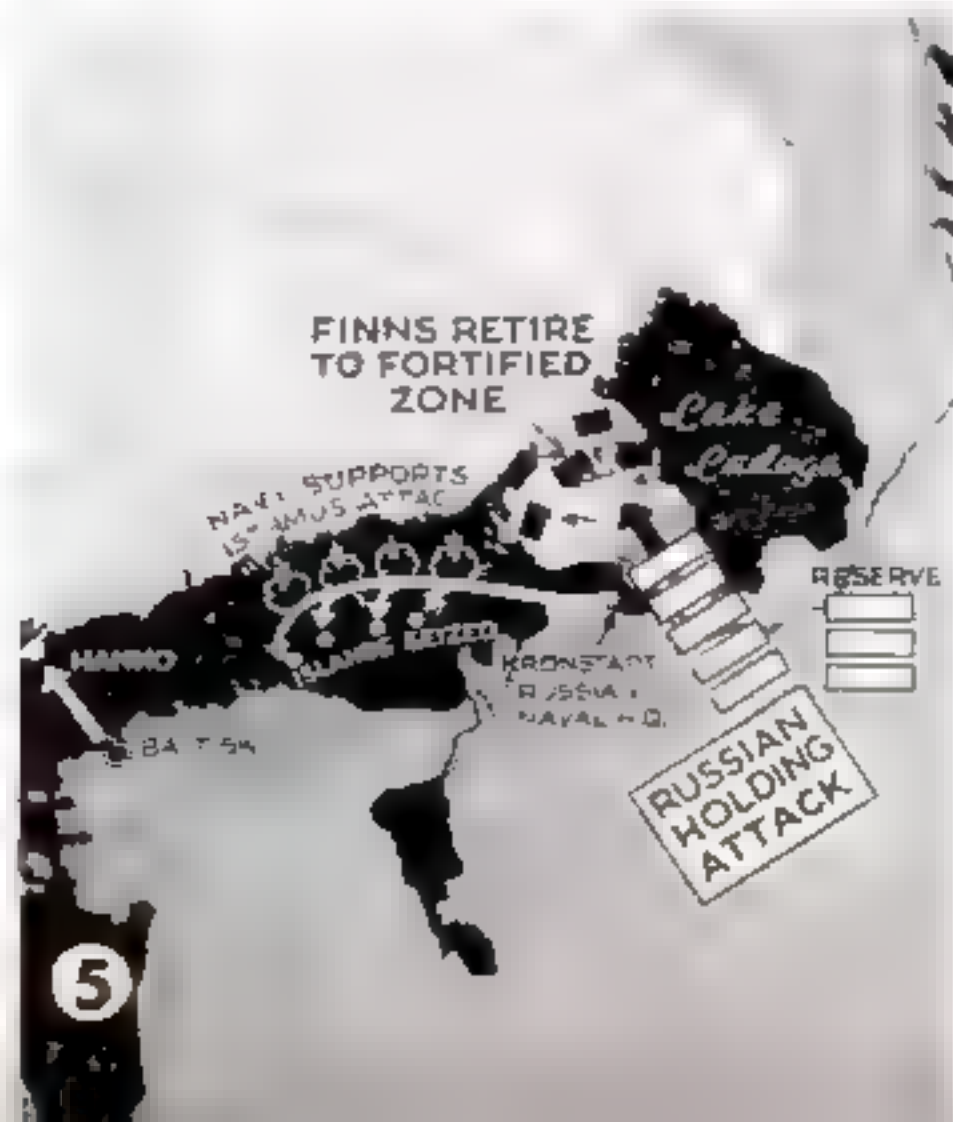
INTERIOR LINES (BELOW) GIVE FINNS ADVANTAGE



Troop dispositions at the beginning of the Finnish-Russian War, in readiness for first Russian "demonstration." Notice the southern concentration of three Finnish army corps.

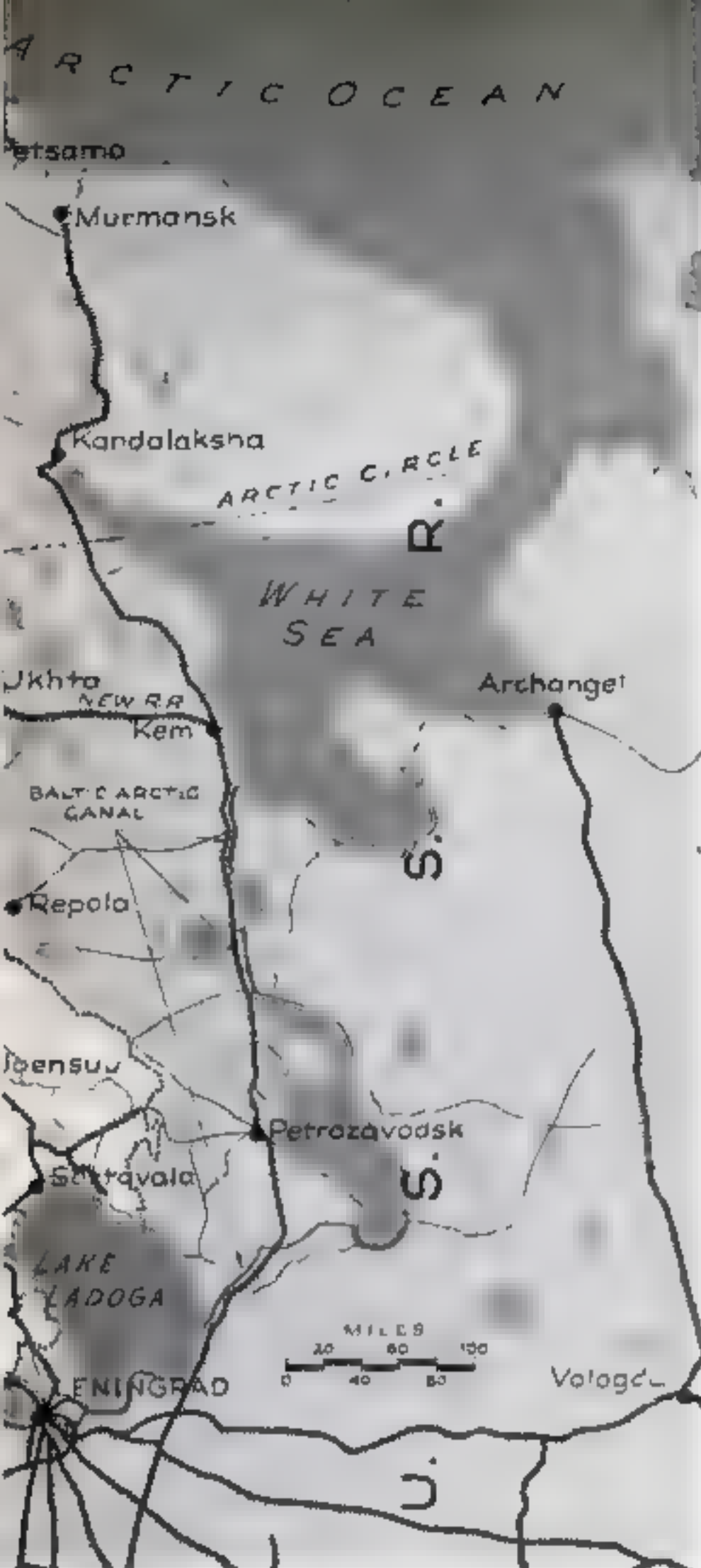


Attack on Mannerheim Line was the first full-dress phase of the Russian invasion. The Finns, utilizing reserves, fall back from the frontier to earthworks fortifications.



Encirclement of Lake Ladoga is Russian plan to take Finns in rear while they are kept busy on Mannerheim Line. But Finns have Second Army Corps free plus First in reserve.





actually available in Western Europe were not more than 25 first-line divisions, a few cavalry divisions, eight or nine tank brigades, backed up perhaps by 50 reserve and militia divisions of indifferent quality and equipment.

The Russian plan for the attack on Finland showed evidence both of haste and of half-baked thinking. Haste was doubtless in part the fault of the political chiefs, who apparently were obsessed by the idea that a "demonstration" would cause the Finns to fold up. They ordered the "demonstration" which was carried out by invasion of the frontier region on the Isthmus, by bombardment of Finnish seaports by naval vessels and by bombing raids over southern Finland. The Finns failed to fold up. But by then the Kremlin had gone too far to draw back and the prestige of the "Red steam-roller" was involved. The armed forces were ordered to proceed with a serious attack.

Along the Murmansk Railway the Russians had collected a few troops and some supplies. At Murmansk itself there was perhaps a division. Another division was based at Kandalaksha and a third at Kem. Remember that Murmansk has little in the way of resources of its own, the other places nothing. Murmansk is on the Arctic Ocean. Kem and Kandalaksha on the White Sea. The railroad to Archangel could therefore be employed to aid in the supply of these places while the White Sea remained open to navigation—to Dec. 15 at the very latest. But once these forces leave the railway, they plunge into a frozen wilderness, heavily forested and devoid of good roads, with considerable distances to be traversed before reaching the Finnish frontier.

Farther south, the Murmansk railway lies more remote from the frontier. The Russian effort north of Lake Ladoga, based on Petrozavodsk, had 70 miles to go before crossing the frontier. Petrozavodsk, however, being reasonably close to Leningrad, could support a larger attack, and three divisions were moved out from this point—two in advance, one in reserve. Finally, on the Karelian Isthmus itself, where only 80 miles separate Leningrad and Vupuri, with two railways and two main roads, five divisions were employed, with three in reserve.

The half-baked thinking behind the Russian plan of attack becomes clearly apparent when we look at Map No. 3. Here is what appears to be a sort of *Blitzkrieg*, with a touch of von Schlieffen about it. The Germans attacked Poland from six points. "Very well," one can hear Russian staff officers saying, "we will attack Finland from six points too." But the German attacks were in force, and supported each other, while the excellent German air force blasted the Polish air force and the Polish railways, and thus prevented the Poles from concentrating on any one German column of invasion to its destruction. The Russian air force, because of poor training, poor command, lack of available bases and bad weather, proved incapable of doing the same thing to the Finns.

The first decision confronting the Finnish Commander in Chief, Baron Mannerheim, and his Chief of Staff, Lieutenant General Lennart Oesch, was where to use their field army. Obviously, considering transport and

distance, any Russian attack against the frontier in the north would not become dangerous for some time. The fortifications on the Isthmus would not be readily or quickly pierced. But the Russian attack north of Lake Ladoga was another matter. This might become really dangerous if not checked, because it threatened the vital point of Vupuri and the rear of the fortified zone. Accordingly the Second Corps was directed to counter-attack. The result was the battle of Tolvajärvi, beginning Dec. 11, in which the northernmost of the two Red divisions was first decisively beaten and driven back toward the frontier (Map No. 6). The Second Corps then turned on the other Russian division which, with a tank force, was moving along the shore of the lake, and checked it at Pitkäranta. Meanwhile a small Russian force had raided the railway near Nurmes but had been driven off.

On the Karelian Isthmus (Map No. 5) the Russians began a series of attacks which, broken and isolated by the lakes, appeared to be divisional or even regimental operations, designed to gain ground on their immediate front, and to engage as many Finns as possible while the northern attacks developed.

The purpose of the Russian attacks in the north was clear enough: to reach and occupy the railway coming from Sweden, and eventually the ports on the Gulf of Bothnia, which were Finland's chief means of receiving help from abroad. A Russian detachment attacked Petsamo, on the Arctic, pushed past that stoutly held port, and advanced to Salmijärvi, where it was momentarily checked by Finnish militia. The column from Kandalaksha (probably about two regiments of infantry with some artillery) advanced past Salla on the railhead at Kemijärvi, harassed by militia ski-patrols which, as its line of communications lengthened, kept swooping down on isolated trucks and small convoys and making life generally miserable for the Russians. Other militia units gathered along the line of the Kemi River and hastily dug in. The column from Kem reached and took the town of Suomussalmi, and turned southwestward toward Hyrynsalmi. It was making poor progress; there was more militia in this region to harass it, and the going was slower through the thick forest than over the frozen tundras on the north.

Baron Mannerheim had a second decision to make: How many troops could he spare to stop these drives, and which should he stop first? He made a preliminary move which did not commit him too far, by sending a division of his strategic reserve (First Corps) to the area Kemi-Oulu, where this division could move in either direction (Map No. 7). By the time it arrived, it was plain that the Kemijärvi drive was going faster than the other and was the more dangerous, though the Russians were getting pretty tired, cold, hungry and low-spirited from incessant attacks by the militia ski-patrols. Before Kemijärvi and along the Kemi River, the Russians were checked by the militia's resistance, and here, on Dec. 19, they were attacked by the regular division, coming by rail via Rovaniemi, and completely defeated.

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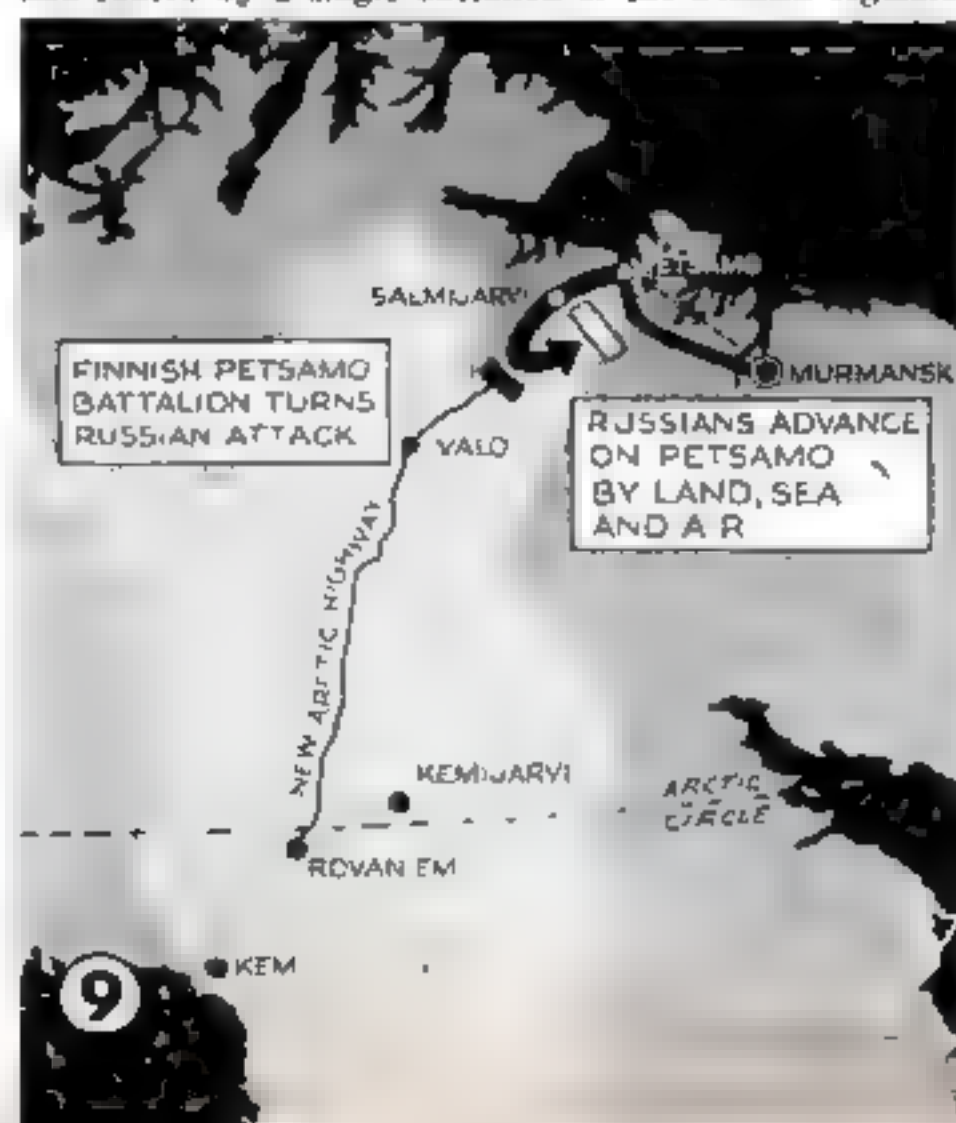
Battle of Salla (or Kuolajärvi) in the north began after Mannerheim had put his First Corps in striking position to meet the fastest, most dangerous Russian column of invasion.



Battle of Suomussalmi, well south of Salla, brought one division of the Second Corps rapidly north to smash the crack Russian 163rd Division and surround it in the snow.



Attack from the north, from Petsamo on the Arctic Ocean, was slowed up by the local Finnish militia, then stopped and routed by a single battalion of the Finnish regulars.



Russian campaign (continued)

Meanwhile the Second Corps had again defeated the Russians at Ägläjäarvi and was able to spare a force (possibly one of its two divisions) to speed northward along the restored railway through Nurmes (Map No. 8) and on Dec. 21 attack the Russian division at Suomussalmi from the southwest. This force succeeded in placing itself astride the Russian communications, resulting in the almost total destruction of the 163rd Russian division.

Both Russian drives disintegrated, the retreat of the northern one being cut off at Salla by the Finnish militia. The Russian forces became mere scattered bands of fugitives, pursued through the merciless wilderness by the Finnish ski-patrols.

In the Arctic region, a Russian advance upon Ivalo was checked and driven back by the Finns, who still had few or no regular troops save what remained of the small garrison of Petsamo (Map No. 9).

The redoubtable Second Corps began an advance on the Russian forward base at Repola, where two roads join on the Russian side of the frontier. Finnish ski-patrols crossed the border at three other points, with the stated intention of cutting the Murmansk railway, upon which all Russian northern operations depended.

In this whole campaign Baron Mannerheim made a masterly use of his small but highly trained regular units. He had always kept two divisions in support behind the Mannerheim Line, and he still had one division in hand as strategic reserve, plus his cavalry brigade. Yet with no more than three divisions, his militia and perhaps a handful of his light infantry battalions, he had completely destroyed the far-reaching Russian efforts to pierce the waist of his country and cut it off from the outer world, had beaten the menacing Russian thrust north of Lake Ladoga, and had held fast on the Karelian Isthmus. Furthermore on every field of maneuver he had assembled more men for the immediate engagement than his mighty enemy.

Secondary honors go to General Ostermann who held the Mannerheim Line and to the three Army Corps commanders—Ohquist, Talvela and Heiskanen.

It was a campaign worthy to rank with Napoleon's famous 1796 campaign in Italy, or Jackson's operations in the Valley of Virginia. It could never have been done save with fully trained troops, directed by a first-class staff and provided with completely adequate communications. It has for the moment saved Finland.



Cheerful Finn wears heavy wool uniform, warm soft-leather boots, German-type ammunition pouches, carries 1928-30 version of Russian Mousin rifle, good with captured ammunition.

Finnish soldiers defending the Mannerheim Line



Behind barbed wire, Finnish sentry in German-type helmet stands guard. This secondary line on forest edge is so placed that Russians must cross open field, making fine targets.




Marching up past reserve trenches, Finnish troops sling rifles and helmets on their backs, wear field caps. Fir forests protect from plane observation. The Mannerheim Line is ahead.



A cow close behind the line is milked by soldier into his helmet. Men wear wool sweaters under tunics but no gloves. An artilleryman wears spurs. Horse has been given bed of hay.



Fox holes are dug by soldiers, who have shed their overcoats (foreground), around tethered horses, carts and a tent of an ammunition dump (rear). Snow soon covers fresh earth.

A woman with dark hair styled in a bun, wearing a blue and white star-patterned top hat with a red band and matching blue and white star-patterned cuffs. She is smiling and holding a pack of Chesterfield cigarettes with both hands. The pack is white with the Chesterfield logo and the word 'CIGARETTES' visible. Red and white streamers are trailing behind her.

Watch the change to Chesterfield
says **DONNA DAE**
CHESTERFIELD'S JANUARY GIRL
starring with
FRED WARING'S PENNSYLVANIANS

FORECASTING MORE SMOKING PLEASURE FOR 1940

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**Change to Chesterfields and you'll get
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You can't buy a better cigarette.**

SOME LIKE IT HOT

There are those who insist that the best Winter drink that you can serve anybody is a noble concoction that's easy to make—a steaming Four Roses Hot Toddy.

Just put in a glass some sugar and spice. Cinnamon, lemon peel, cloves are nice. Pour in Four Roses—a big jigger, sir. Then fill with hot water and thoroughly stir.

After skiing or skating or such Winter sports it's a marvelous drink—no denying. But even if you're just an armchair athlete, it's something you'll find well worth trying.



SOME LIKE IT COLD

In Winter or Summer, in good or bad weather, there are men whose opinion we prize, who say there is really only one drink—one drink they prize to the skies.

It's Four Roses-and-soda! For rich, mellow flavor it's the best highball they have tasted. If you've never had one, get Four Roses today—for no time, after all, should be wasted.

Tonight, when you've settled yourself in your chair with a book, and the fire has been lighted, sip deep of a glorious Four Roses-and-soda. Man, will you be delighted!

Why you'll like this whiskey that's mellow and old

It's our firm opinion that no 40% straight whiskey, however good, is fine enough to be called Four Roses. So we take some superb straight whiskeys and *blend* them into a whiskey that's finer still—a whiskey so magnificent that thousands say it's the finest whiskey in America—bar none. Just try Four Roses, won't you? *Frankfort Distilleries, Inc., Louisville & Baltimore*

FOUR ROSES

Every drop is whiskey at least 4 years old

A blend of straight whiskeys, 40% proof. The straight whiskeys in Four Roses are 4 years or more old.





MAX DE WINTER (LAURENCE OLIVIER) PRESENTS HIS SHY SECOND WIFE (JOAN FONTAINE) TO SERVANTS AT MANDERLEY, ONCE PRESIDED OVER BY BEAUTIFUL REBECCA



Portrait of a de Winter ancestor is suggested by Mrs. Danvers, strange Manderley housekeeper whose life was devoted to dead Rebecca, as model for her new mistress' ball gown.

MOVIE OF THE WEEK:

Rebecca

Alfred Hitchcock films "story of a man's conscience"

A bleak old manor on the rocky coast of Cornwall fired the imagination of Daphne du Maurier, daughter of the actor Gerald (*Raffles*) and granddaughter of the novelist George (*Trilby*). Against this gloomy pile of stones she concocted an ingenious melodrama, filled with inscrutable characters, lit with somber romance suggestive of the 19th Century Brontë sisters. Though told in the first person by a girl whose name is never given, its real heroine is the flaming, sinister character of Rebecca, who, long after her death, dominates the lives of those she touched, turns their happiness to bitter sorrow. Published in 1938, *Rebecca* quickly became a best seller (427,000 copies).

When David O. Selznick bought this tale for \$50,000, his search for a director led him inevitably to England's Alfred Hitchcock, now in the U. S. for his first Hollywood film (*LIFE*, Nov. 20). For Hitchcock, besides weighing 239 lb., eating \$5 steaks, wagging a caustic tongue and playing incessant pranks, is the greatest master of suspense in the movie business. Though *Rebecca* gave this lover of spy stories not a single spy to handle, it did offer enough grim figures to match the mettle of the director who had a child blown up by a bomb in *Woman Alone*, an innocent man shoved off a peak in *Secret Agent* and an old woman tortured in *The Lady Vanishes*. Curiously enough, the character of Rebecca never appears, the high drama of her strange death is never shown but only talked about. Nonetheless, by brilliant detail, by subtle evocation of mood, Hitchcock has produced a first-rate screen story of a man's conscience, a subject which he proclaims to be "extremely photogenic."



He Banks on Character

A big-city banker might shake a dubious head at some of the loans John Morton*, the small town banker, approves. The city man knows his collateral . . . but John Morton knows his customers. He went to school with some of them. In many cases he has done business with their fathers and grandfathers. And because he has watched the gradual formation of character through the years, he knows just how each man will act when the going gets really tough.

Character comes by being a certain way so long you can't be anything else. That is why we think it is so very important to keep Quaker State up to the highest possible standard. Maybe you think a less highly refined oil would serve under ordinary conditions. Not quite as well, of course! It won't go as far; it won't give you the same performance; it is more likely to contain sludge and varnish-forming impurities. But some day there'll come a real emergency under your hood . . . a time when nothing stands between you and a big repair bill except the ability of your oil to stand up and take it. If you have Quaker State in your crankcase, you will probably never know that such an emergency existed. Quaker State Oil Refining Corporation, Oil City, Pa.

*The name is fictitious, of course.



"Rebecca" (continued)



Rebuke instead of praise from her husband is the second Mrs. de Winter's reward for wearing the ancestral gown. He orders her to go and change. Then she learns that malevolent Mrs. Danvers has induced her to dress like Rebecca at her last ball.



The initial on her pillow, the furnishings in her home, the conduct of her servants all speak to Manderley's mistress of the unseen but dominating spirit of Rebecca. She despairs of ever winning her husband's love, ever taking the dead wife's place.



Hope and terror come together when, after a shipwreck in bay at Manderley, Rebecca's body is found in her sunken sailboat. Max then confesses to his second wife that gay Rebecca, who was faithless to him, died after he struck her during a quarrel.

CONTINUED ON PAGE 34

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Family Budget!"



**MUCH BIGGER, MORE POWERFUL
YET PRICED AS LOW AS \$845*!**



PRICES \$20 TO \$48
LOWER THAN LAST YEAR



Easy, fast shifting. Gearshift mounted on the steering post—out of your way! You shift gears with a flick of the wrist.

YES, De Soto is the *real* Family Car—because it has every single feature a family wants—needs.

A new 122" new wheelbase—luxurious room for six—eight people. Seats are wider—more head and leg room. Rear doors full width at bottom—for easy entrance or exit!

100-horsepower engine gives you a new, thrilling performance. But operating costs are low!

See De Soto—today. Take the family out for a drive in it. They'll love it—and so will its *Non-Fee* Price. DE SOTO DIVISION OF CHRYSLER CORPORATION, Detroit, Mich. MAJOR BOWEN CREDIT SERVICE

*DE LUXE COUPE

\$845

DE LUXE SEDAN

\$905

Delivered at Detroit, Michigan. Federal taxes included. Transportation, state and local taxes, if any, extra.

Insist on These Features in Your Next Car!

FLOATING RIDE... now all passengers ride smoothly "cradled" between front and rear axles.

BIGGER WINDOW AREA... greater vision. Safety Glass all around. Sealed Beam Headlights—50% to 65% better road light!

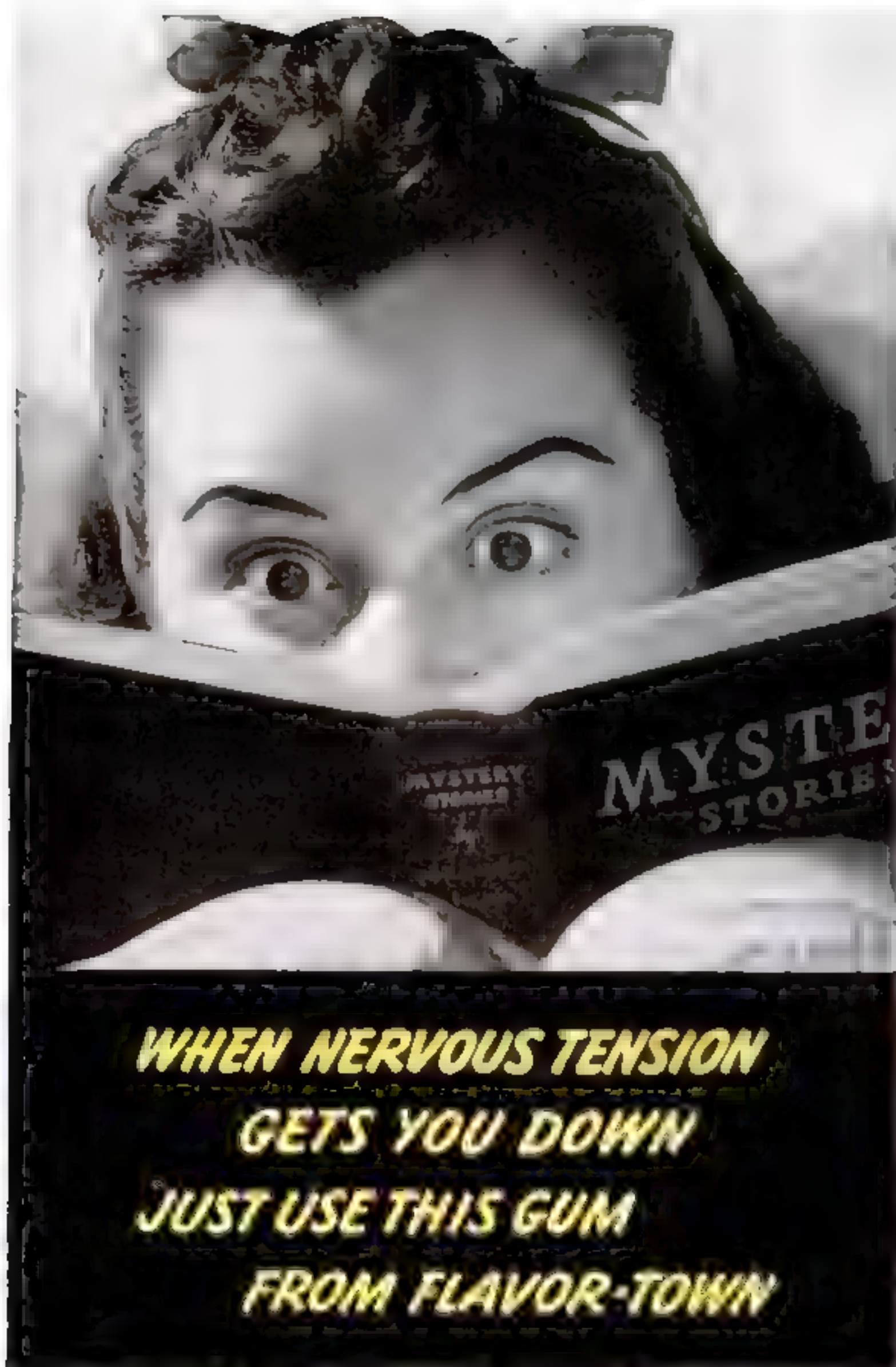
ADVANCED STYLING... De Soto's back is as beautiful as the front! Higher resale value.

SAFETY SIGNAL SPEEDOMETER shows green, amber, or warning red as your driving speed increases.

A PRODUCT OF THE
CHRYSLER CORPORATION

DE SOTO

The Great American Family Car



It is always refreshing and restful. Your choice of Peppermint, Spearmint, Oralgum and 3 flavors of Beechies (candy coated), Peppermint, Spearmint and Pepsin. Below is the famous "flavor" town of Canajoharie, N. Y.—known for Beech-Nut quality and flavor.



Beech-Nut Gum



"Rebecca" (continued)



At the coroner's inquest, the village idiot is produced by Favell, Rebecca's quondam lover, to testify that Max killed her. The idiot, however, only gapes and mutters. More damaging is the boat-builder's testimony that Rebecca's sloop was scuttled.



A Hitchcock trademark in every picture is the appearance of the director in a fleeting minor role. Here, in one actor's hat and another's coat, he strolls by an outdoor telephone while Favell makes a call in an attempt to trap de Winter.



Vindication for Max and happiness for the second Mrs. de Winter follow the testimony of Rebecca's doctor that she was dying of cancer. The obvious assumption is that she killed herself. When Manderley burns, Max and his shy wife begin life anew.

Announcing the "PICTURE PACKARD" contest

Photograph America's Most Beautiful Car—and WIN IT!



229 Awards—including Five 1940 Packards and \$3,600 in cash

CONTEST STARTS JANUARY 15th—COSTS NOTHING TO ENTER!

5 NEW 1940 PACKARDS AS NATIONAL PRIZES!

FIRST PRIZE	
120 Convertible Coupe	
SECOND PRIZE	
120 Touring Sedan Deluxe	
THIRD PRIZE	
110 Touring Sedan	
FOURTH PRIZE	
110 Club Coupe	
FIFTH PRIZE	
110 Business Coupe	

START TODAY! If you don't own a camera, borrow one! Remember, it's the *picture* that wins, not the equipment used. Originality . . . beauty . . . drama . . . appeal . . . qualities like these count as much as technical excellence.

But be sure to include a 1940 Packard in the pictures you "shoot"—whatever the situation. Packards at work, Packards at play . . . any color, any body style—just as long as it's a 1940 Packard!

See your Packard dealer or photographic store today for official rules and entry blank. Your Packard dealer will gladly give you a copy of "Winning Hints"—packed with picture ideas and professional suggestions. And study the 1940 Packards on display in his showroom for "camera angles".

Don't delay! The "Picture Packard" contest starts Jan. 15—ends March 15. The sooner you start, the better your chance to win a 1940 Packard!

ALSO 74 CASH PRIZES TOTALING \$3,600

6th Prize—\$500	•	8th Prize—\$200
7th Prize—\$300	•	9th Prize—\$100

10 Prizes of \$75 Each
15 Prizes of \$50 Each
20 Prizes of \$25 Each
25 Prizes of \$20 Each

150 AWARDS OF MERIT

50 Silver Medallions
100 Bronze Medallions

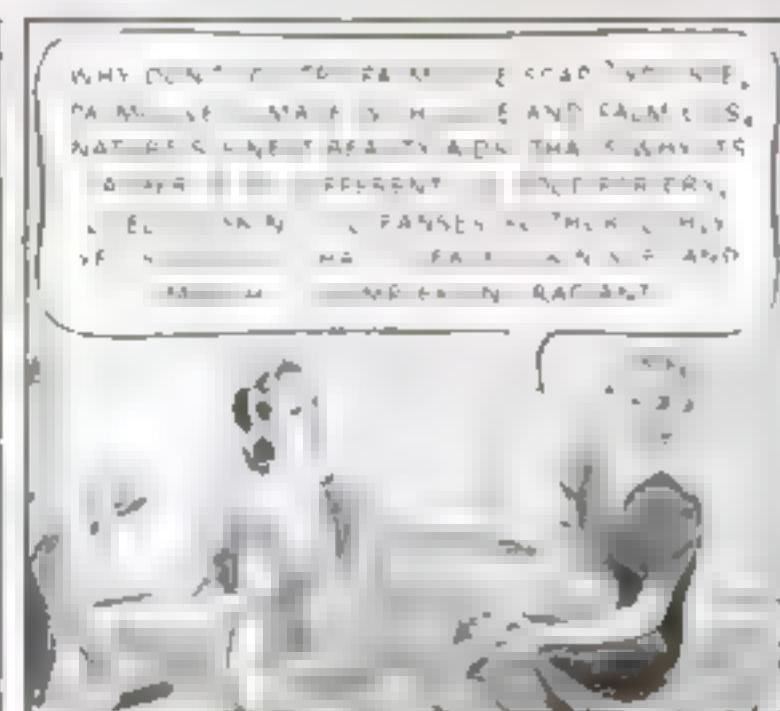
Enter today—See your Packard Dealer or Photographic Store



**I DON'T WANT LOVE
TO PASS ME BY...**

**THAT'S WHY I GUARD AGAINST DRY,
LIFELESS "MIDDLE-AGE" SKIN!**

**HOW PALMOLIVE, MADE WITH OLIVE OIL,
HELPS KEEP SKIN SMOOTH, ALLURING!**



Made with Olive Oil
TO KEEP SKIN SOFT, SMOOTH, YOUNG

MOVIES

THE FRENCH FILM THE BIOGRAPHY OF ENGLAND'S MERRY KING EDWARD VII

Ten years ago France began exporting a string of films which lifted that country into the front rank of movie-makers. To the U. S. in recent years have come the sly *Carnival in Flanders*, the nostalgic *Carnet de Bal*, the humane *Grand Illusion*, the lovely *Ballerina*, the tender *End of a Day* and the earthy *Harvest*.

The latest, *Entente Cordiale*, springs from the current war and starts a new era. It relates, in episodic style, the life of paunchy King Edward VII of England from his gay days of carousing in Paris, through the difficult years when he placated Anglo-French hostility and engineered the pact that changed world history (1904), to his death (1910), when he had already prepared for the German menace. For *Entente Cordiale's* lack of narrative and realism, it compensates with a lavishness of scenery and costume that might well be envied in Hollywood, and with present-day implications that make it good Anglo-French propaganda.



Before Queen Victoria dies (1901) she realizes that Crown Prince "Bertie," while enjoying himself in France, has been a shrewder diplomat than she ever imagined.

ENTENTE CORDIALE GAINS IMPETUS IN BUCKINGHAM PALACE WHEN PRESIDENT





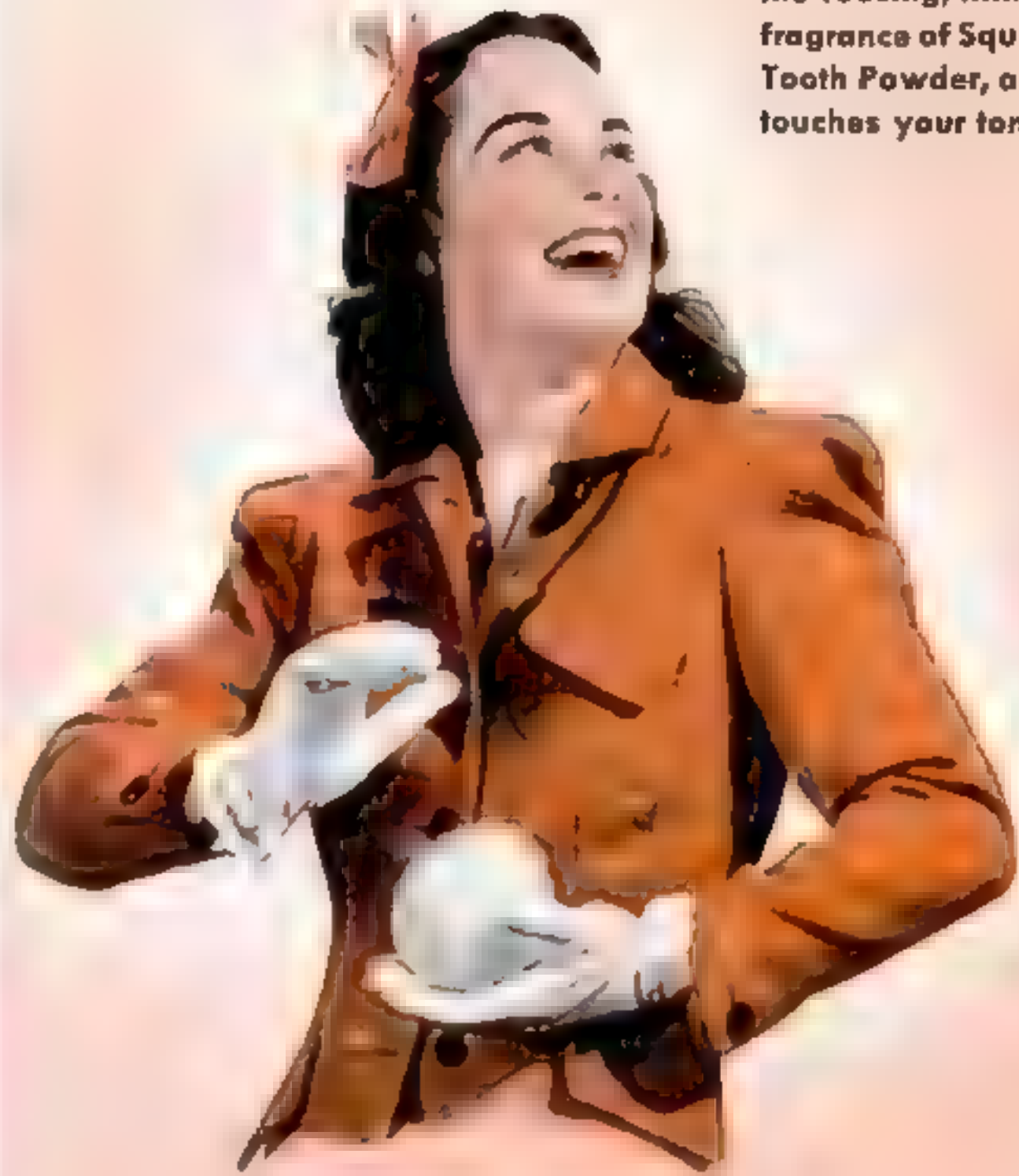
King Edward VII and Queen Alexandra are regally acted by Victor Francen and Arlette Maillard in France's elaborate cinematic tribute to her ally in present

LOUVE OF FRANCE (CENTER) IS GIVEN ROYAL RECEPTION BY KING EDWARD VII



There's gaiety in the taste of it...

the rousing, minty
fragrance of Squibb
Tooth Powder, as it first
touches your tongue.

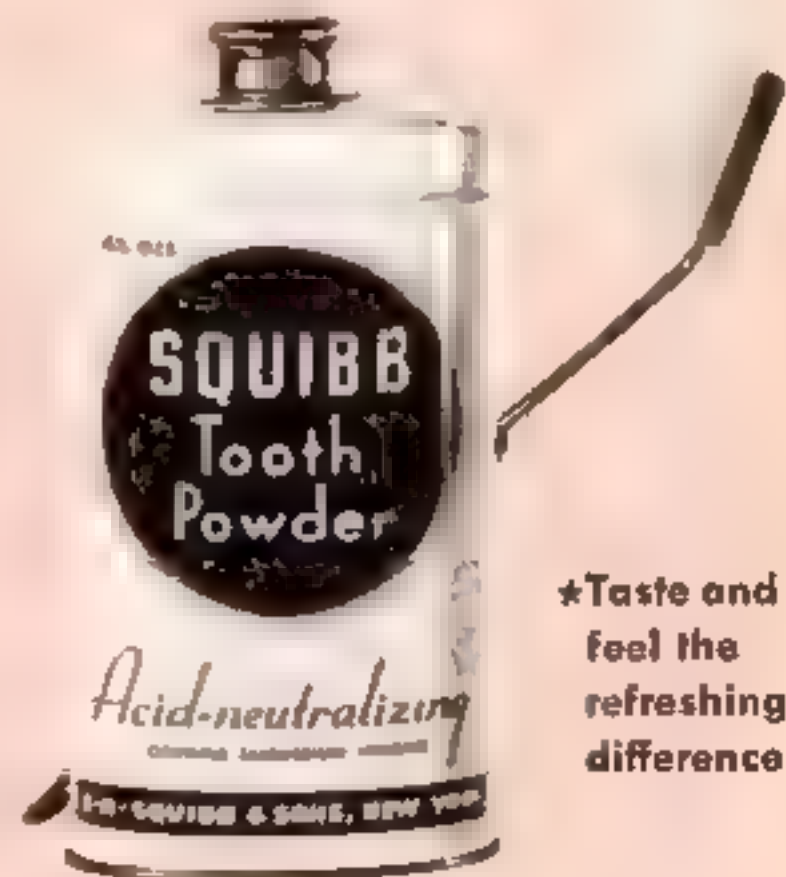


One minute it's a minty flavor waking up your sleepy taste-sense, tingling on your tongue. And then comes its refreshing, cleansing, sweetening action, until your mouth feels fresh as all outdoors.

The fact that Squibb Tooth Powder cleans and polishes teeth as safely and gently as Squibb scientists can make it, is another happy circumstance...and so is the acid-neutralizing agent, that fights acids when it comes in contact with them... acids that threaten pretty teeth.

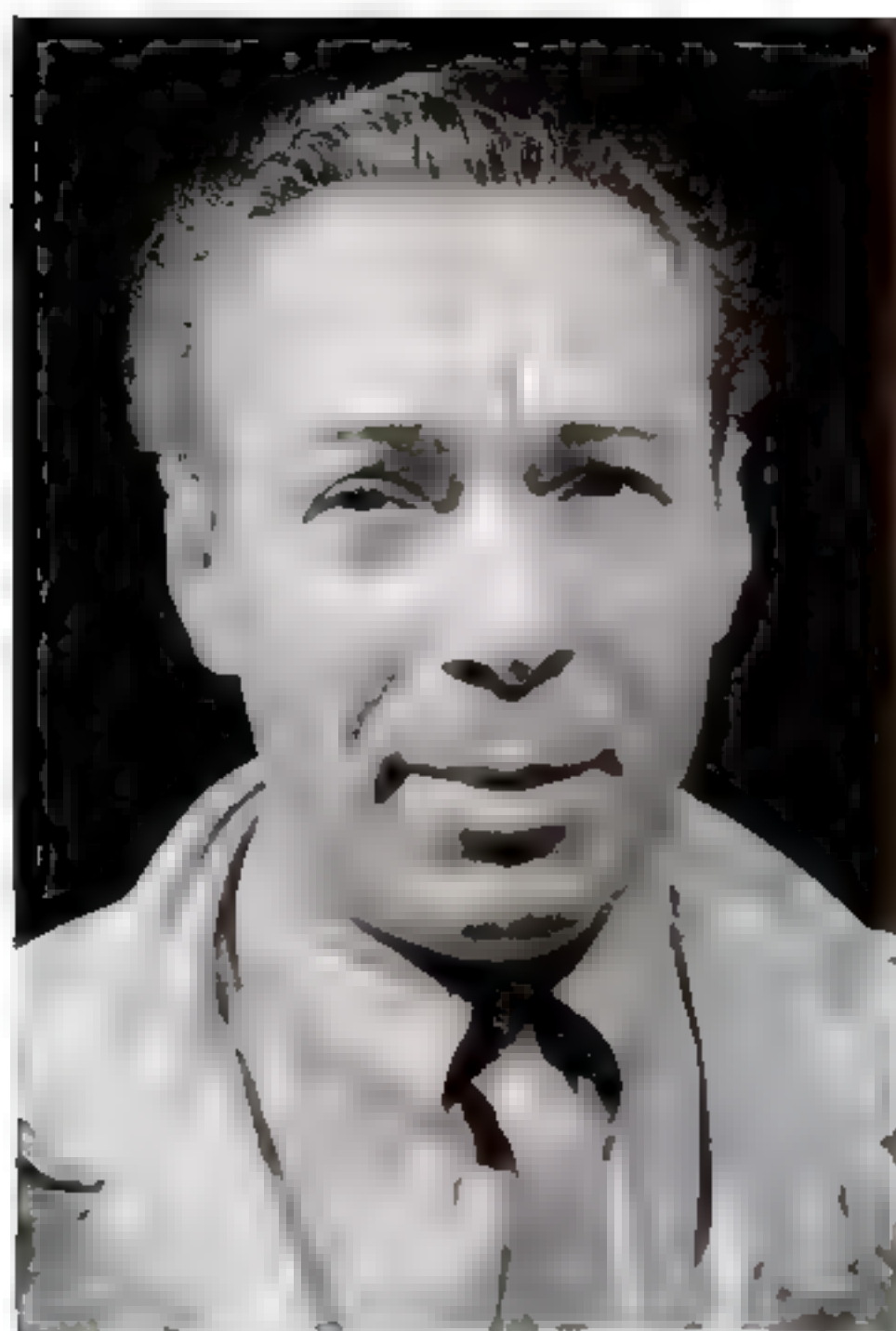
You'll like the taste of Squibb Tooth Powder the minute you try it, and when you find a dentifrice you can like that's so thoroughly good for you, the thing to do is to enjoy it regularly. Get some today.

SQUIBB DENTAL CREAM also contains a new taste thrill and the same acid-neutralizing properties. It is attractively packaged in a smart cream-and-sepia tube.



*Taste and
feel the
refreshing
difference

SQUIBB Tooth Powder



TAUBES GETS INTO PAINT UP TO HIS COLLAR

LIKE AN OLD MASTER, TAUBES MAKES HIS OWN PAINTS

"If Titian walked into my studio today," says Frederic Taubes proudly, "he would feel at home. He would see me grinding and mixing my own paints exactly as he did 400 years ago."

Frederic Taubes' pride in carrying on the craftsmanship of the great Renaissance artists has lifted him to the top rank of American painters. Last month the Metropolitan Museum of Art in New York purchased his portrait of Mrs. Taubes. This month his works are being shown simultaneously at New York's Midtown Galleries and Philadelphia's Art Alliance. And his *Birth of a Nation*, painted especially for LIFE's modern-history series, is reproduced in color on pages 40-41.

Visitors to Frederic Taubes' studio in New York are likely to find him bending over a gas burner, melting down chunks of resin in a tin can. To make his own varnishes, Taubes buys copal from Zanzibar, gum dammar from Borneo and Sumatra, mastic from the Greek island of Chios and turpentine from North Carolina. Full of spicy fragrance, his studio smells like an alchemist's shop. Once in a while his boiling resins explode.

Powdered pigments, which are later mixed with oil, are stored on shelves in a rainbow of glass jars.

In the corner are piles of raw canvas, which Taubes prepares himself by coating it with a chalk emulsion to give a smooth painting surface. In a week he prepares enough paint and canvas to last a year, at one-fifth the ready-made cost.

Making his own materials, Taubes claims, inspires him with greater reverence for his art, puts him in the mood for painting. He teaches his craft to a dozen private students, who work together in Taubes' small one-room studio, have a wonderful time mixing and brewing.

Short, neat and enthusiastic, Taubes was born 39 years ago in Austria, has interrupted his career to be a sign painter, patent salesman and a guide for skunk parties in Switzerland. He has painted in the Orient and Africa, has held shows from Jerusalem to Kansas City. Ten years ago he moved to America.

Strangely, for all his travel, Taubes' canvases reflect a poetic world in his own mind. Even prosaic objects in his still lifes glow supernaturally. His reds ring out like a chime.

In spite of his careful preparation, Artist Taubes admits that his works, like nearly all oil paintings, will darken in 400 years. "But if anybody complains then," he says cheerfully, "they can sue me."



Taubes mixes dry pigment on a glass slab with linseed oil, then stores it in tube at the right. He says the homemade paint has more body and brilliance than ready-made stuff.

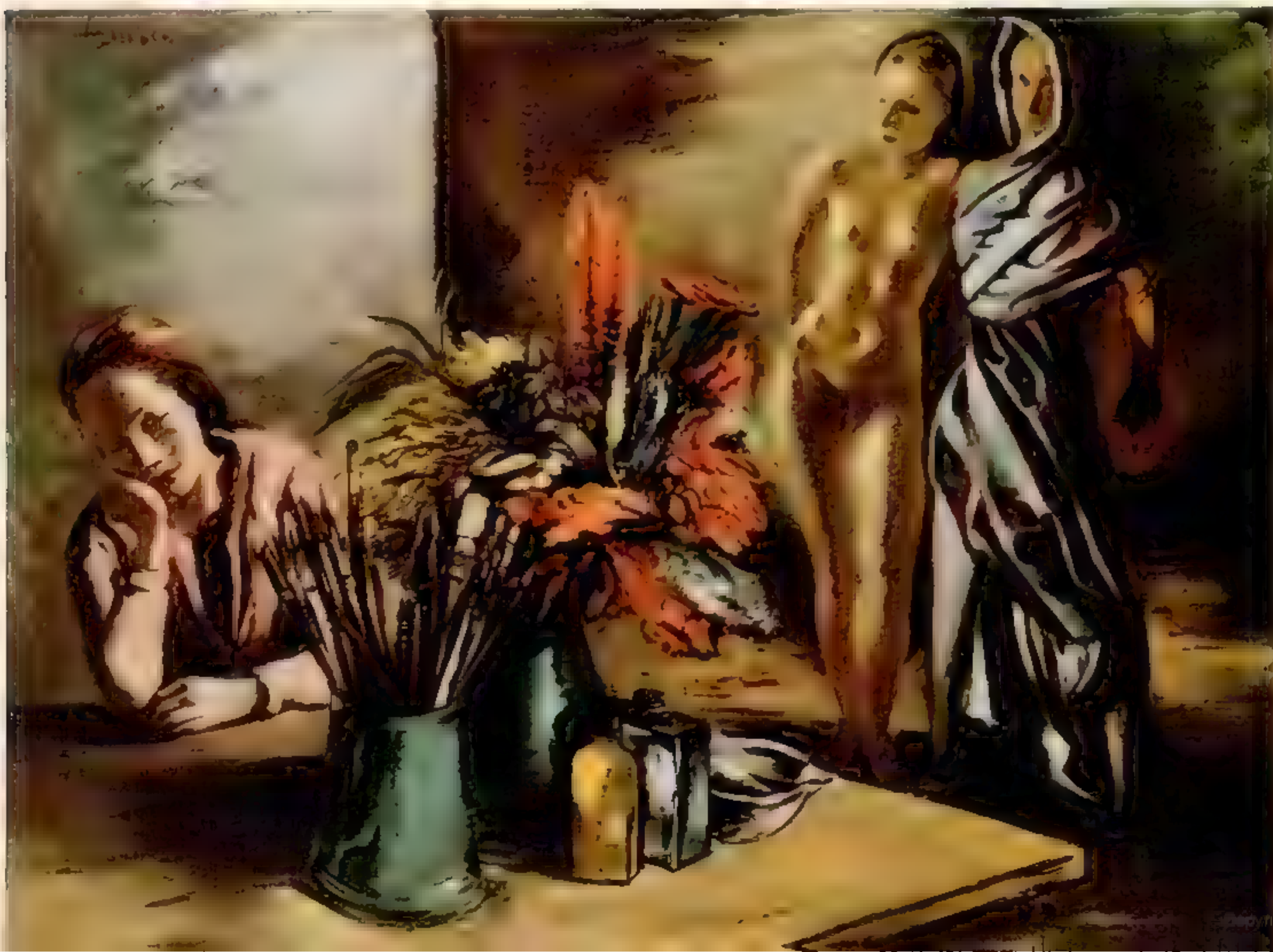


Mrs. Taubes poses for husband, feels so set up because she has her portrait hanging in three museums she threatens not to cook any more. Beside her is the mannequin shown on the next page.



SUMMER EVENING, painted by Frederic Taubes in his studio, conveys his general impression of a trip through Nevada last summer. He describes it as "a trip through geology" where the people beneath the vast sky "seemed crushed by the weight of space." Scattered over the scene are strange geological formations called "stacks," produced by wind blowing around the mesas, grinding them down to their present cone-like shapes. His swiftly painted clouds and craggy tree also tell of the wind's work. Taubes suffuses his scene with an uncertainty of light, because he says it suggested to him a landscape on the moon.

STUDIO INTERIOR is a unique combination of still-life and figure painting, enhanced by sharp lights and shadows, and by Frederic Taubes's free, speedy brushwork. On the table is a bottle of oil and a can of turpentine for mixing paints, and a pestle for grinding pigments. The lady in the pink sweater is Mrs. Taubes, while the nude figure is a professional model. Taubes used her for preliminary sketches, but did the actual painting without a model. The figure in blue (right) is a wooden mannikin which Taubes keeps for studies in drapery. He says, "She is a wonderful model because she never talks back."





"THE BIRTH OF A NATION" IS FILMED BY GRIFFITH

A painting for LIFE by Frederic Taubes

When the history of American culture is finally written, the man with the megaphone in this painting for LIFE by Frederic Taubes will play a major part in it. His name is David Wark Griffith. The time was January, 1915. The place was San Fernando Valley, Calif. The occasion was one which, a few months later, was to arouse storms of protest and delay the hastener-creator of a great new industry, being of age the world's most potent art. With that megaphone David Wark Griffith was directing *The Birth of a Nation*.

On this calm California morning, Griffith was less concerned with history's verdict than with the almost insuperable obstacles in his way. It was War in. Horses were at a premium and cotton-shedding for his Chansmen, or jilt, hard to get. His business associates were alarmed at the in-lard of time he had over games, in rehearsals and shooting, four months' trial—and at the "recklessness" of his expenditures. He had run out of money. He was loomed by creditors. He had already spent \$65,000—a fantastic sum in those days for a "reckless" show.



—and would soon have to suspend production to beg friend and foe for \$15,000 more. On this day he probably could not even pay the 500 extras, at \$3 a head for the Civil War battle in the valley.

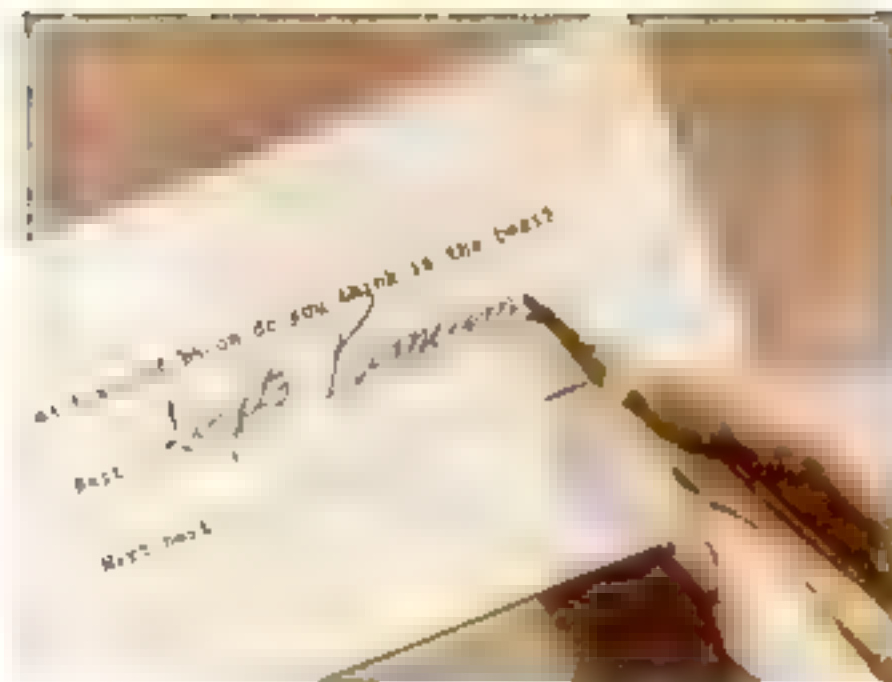
With a singleness of purpose born of stupendous ambition, Griffith remained unperturbed. He arrived on location at 3 a.m. to get a full day's sun. With him were Billy Bitzer, his cameraman *of camera*; Raoul Walsh, his assistant *before camera*; Henry Walthall, "the little Confederate colonel" of his story; and Lillian Gish, his fragile carpetbagger heroine *with scotch*. Significantly, there were no grips, no electricians, no script girl, not even a script. The outline of his story clear in mind, Griffith improvised as he went along. For one spectacular scene of Southern armies marching, he had extras go past the camera—run back to the end of the line and march past the camera again. Even Miss Gish was an improvisation of a sort, but Griffith had cast this young girl in the lead after one look at her long blonde hair and her pale, wistful face.

By February 1915, the picture was finished. Into this dramatization of Thomas Dixon's novel, *The Clansman*, Griffith had thrown all the mastery of movie technique acquired in pioneer days with Biograph and Mutual. For six years he had ground out, sometimes at the rate of one a week, hundreds of one- and two-reel thrillers for the nickelodeons then spotting the country. At first, the young director, aspiring to be an author, had been so ashamed of his trade that he hid under the assumed name of Lawrence Griffith. But crude though these early "flickers" were, Griffith learned from them, by trial and error, the language of the camera. He introduced or developed such revolutionary devices (now everywhere accepted) as the close-up, the moving camera shot, the fade-out and the cut-back, originally called "the Griffith last-minute rescue." With these he had liberated the movie from its one-camera position paralysis, had endowed it with freedom, movement and suspense. Now he edited his newest work with an ingenuity never before known, gave it such timing, speed, surprise and impact as the world had never seen.

What's the best bacon?



Chicago, metropolis of the middle west, is famed as the meat center of the world. Here hundreds of women were polled on their preference in bacon.



Business Reply Cards and telephone calls by independent workers were used to take the vote. Returns showed Swift's Premium Bacon overwhelmingly the victor!

World's meat center votes "Swift's Premium!"



Chicago families prefer Swift's Premium, the bacon with the "sweet smoke taste." In a recent poll, Swift's Premium led the runner-up more than two to one!

● More than twice as many votes as its nearest competitor! That was the record set by Swift's Premium Bacon in Chicago, meat center of the world.

Independent research workers conducted this poll recently. They telephoned hundreds and hundreds of women in all parts of the city; mailed out Business Reply Cards to many more. In every case, the question asked was simply—"What brand of bacon do you think is the best?"

Returns showed Swift's Premium Bacon polled over

twice as many votes as the runner-up. It led the next brand mentioned eight to one!

This landslide vote for Swift's Premium Bacon was a landslide vote for flavor... for the delicious "sweet smoke taste" you get in Swift's Premium alone. No other bacon has this matchless flavor, for no other gets Swift's secret Sugar Cure and special Smoking in Ovens.

Try Swift's Premium for breakfast tomorrow. It's the bacon your family will like best!

Copyright 1939 by Swift & Company

THE REASON... "Sweet Smoke Taste" from Swift's secret Sugar Cure and special Smoking in Ovens!



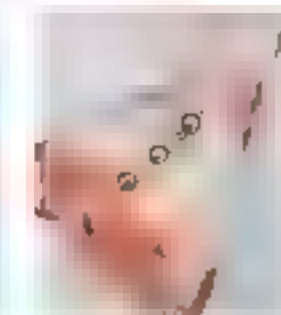
BACON BAKE HAWAIIAN (A Martha Logan recipe!)

Arrange bacon on a rack in a shallow pan. Bake in a moderately hot oven (425°F.) until browned, 10-12 minutes. No turning is necessary. Dip well-drained pineapple slices in juice from maraschino cherries and place on a pressed baking sheet. Beat 1 egg, 2 tbsps. brown sugar and 1/4 tsp. salt into 2 cups mashed sweet potatoes, and heap on pineapple. Brush with melted butter and place a half cherry in the center of each pile. Brown in oven with bacon.

Say Swift's Premium for the finest meats

HAM • BACON • BEEF • LAMB • VEAL • POULTRY
FRANKFURTS • TABLE-READY MEATS

REMEMBER, THE MEAT MAKES THE MEAL



"The Birth of a Nation" (continued)



Lillian Gish screams for help from a mulatto's house in *The Birth of a Nation*. This scene aroused racial controversy but her role made this 19-year-old girl famous.

Friends and foes still demurred. The film was twelve reels long — "a frightful waste and audacious monstrosity." It cost \$110,000, could therefore "not possibly make any money." Distributors raised their hands in horror. Griffith had to distribute it himself.

On March 3, 1915 he released it in the Liberty Theatre, New York. For the first time in history an American film ran in a regular theater at a \$2 top and in the White House at a command performance. President Woodrow Wilson said it was "like writing history with lightning." Vachel Lindsay, the poet, praised scenes "tossing wildly and rhythmically like the sea." Oswald Garrison Villard, the liberal, condemned its "deliberate attempt to humiliate ten million American [Negro] citizens." In Boston and other cities, its appearance was the signal for race riots. But before the power of its artistry and the grandeur of its scope, critics and public alike were unanimous in praise. Overnight the American movie had come into its own.

From that day until this, *The Birth of a Nation* has been repeatedly shown. It has grossed \$10,000,000, making it one of the great money-makers of all time. Griffith, crushed by debts, sold it outright and cleared only \$100,000. He lost even that on his next great picture, *Intolerance* (1916), recouped fame if not fortune with *Broken Blossoms* (1919), then lapsed into decline. Today, as he collaborates with Hal Roach on *1,000,000 B.C.*, his first film in nearly ten years, he is revered as "the old master" of the cinema, whose technique set the pace for a quarter-century of movie making, whose mob and battle scenes have never been surpassed, whose vision made of the lowly "nickel show" the world's most popular art.



Sherman's march to the sea is still a model for movie wars. The critics recently professed their preference for Griffith's epic over Selznick's *Gone With The Wind*.

It's still the time for TANGERINES!



Tangerines are still at your market! As a matter of fact, those you get right now are at the very peak of their goodness—the pick of the crop!

How dainty and luscious they are! Plump, juicy little morsels of tart-sweet flavor—all wrapped up in gaily-colored, tender peeling that slips off as easily as a glove slips off your hand!

And, as if that weren't enough, their delicious juice is literally loaded with wonderfully healthful calcium and vitamins!

Remember, the tangerine season is only a few weeks long. Act quickly—and you can still enjoy many more of these "party-size" packages of one of nature's grandest gifts!

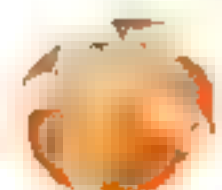
FLORIDA CITRUS COMMISSION



Tangerines fit into any party menu—children's or grown-ups'. And of course, during their all-too-short season they're a "must" in school lunches!



If you want to keep enough tangerines on hand for the youngsters, better order plenty—or else put a lock on the refrigerator!



The doctor says "everybody must have calcium in the daily diet." And we say "tangerines are a rich, cheap and one of the most pleasant, natural food sources of calcium."





At the Downs (see map on opposite page) these ships lie anchored waiting for the Contraband-Control Committee to release them. As many as 100 ships at a time have been anchored here.

Some get releases in a day. Others, whose cargoes are suspicious or whose owners are uncooperative, wait weeks. In right foreground, Belgian tanker, left foreground, Dutch freighter

CONTRABAND CONTROL

ENGLAND'S MINISTRY OF ECONOMIC WARFARE SEEKS A DEATH GRIP ON GERMANY'S TRADE

by FREDERIC SONDERN JR.

An Italian steamer, bound for Trieste from New York, was nearing the Rock of Gibraltar. Her radio sent a message to the British shore station.

"No contraband on board. May I proceed?"

"No," came the curt answer. "Anchor by the Mole. You will be searched."

Fuming impotently on his bridge, the Italian captain swung the ship into Europa Harbor and found a place among the 20-odd boats of all nationalities crowding the anchorage. Two British naval officers and a squad of sailors came aboard. The two-striper in charge apologized politely for the intrusion.

"But I tell you," muttered the Italian, "I have no contraband, no goods for Germany. Only consignments for Italy."

The Englishman smiled. "I beg your pardon, sir. You have 80 cases of chemicals, consigned to Munich, in your forward hold. We shall have them removed in two or three days. You will remain here until then, of course."

The captain was almost apoplectic. "But I have perishable goods. I must get to Trieste."

"That's a pity," the Englishman replied coldly. "But you shouldn't have carried contraband. No more argument now, please." The Italian had to wait four days in Europa Harbor and lost a good part of his cargo. And he could not figure out how the British had known.

Similar scenes take place every day at all the British Contraband-Control Stations—at Haifa, Aden, Gibraltar, Weymouth, the Downs and Kirkwall. And most of the neutral shipmasters who have tried to avoid the British net share the Italian captain's perplexity. The contraband officers rarely miss.

In an inconspicuous building just off the Strand in London, a score of Britain's shrewdest bankers and economists, and their 400 assistants, are fighting the real war against Germany—without benefit of publicity. The Ministry of Economic Warfare rarely appears in the press, newspapermen are not welcome in the rabbit-warren corridors, and Minister Ronald Cross makes only terse announcements from time to time before the House of Commons. Few people know of the vast, carefully planned system that is not only blockading Germany but directing the wealth of the British Empire against her where it hurts most, attempting to choke the life out of the Third Reich. "Starving Germany out" is a phrase frowned on by London officialdom and always deleted by the censor in deference to the sensibilities of humanitarian neutrals. But that is the Ministry's job.

Two years ago, some of the more clear-headed men around Neville Chamberlain began to realize what titanic preparations, particularly in the economic field, would have to be made if there was to be a war with Germany. Sir Frederick Leith-Ross, Economic Advisor to the Government and veteran of all the international financial battles since the War, wanted to do something about it.

CONTINUED ON PAGE 46



A boarding party examines a cargo. Sifting the grain is a lieutenant commander. Looking on is a lieutenant. The British Navy supplies men for contraband-control duty



Britain's blockade stretches tightly around Europe. The six contraband-control ports (Aden is not shown on map), where all vessels must stop, command the sea approaches to the continent. Also shown are main fueling stations where ships stop to fill their bunkers with coal or tanks with oil. Almost all those on this map are owned by the Allies. All the long way from the East Indies, either through the Mediterranean or around Africa, fueling stations are mostly owned by the Allies or are dependent on them for fuel (see list upper right). Hence shipowners unwilling to do Britain's bidding find fuel hard to get. This is called "bunker control."



LEADERSHIP—unless it results from lower price—is the surest sign of excellence. Ballantine's Ale costs a little more than the average, yet it outsells them all!

Test this ale as Peter Ballantine did in 1840: One drink to judge its **PURITY**... a second for **BODY**... a third for **FLAVOR**. The 3 moisture rings left by his glass became his famous trademark.

His taste in ale became America's own—more people get more enjoyment from Ballantine's Ale than from any other...

AMERICA'S LARGEST SELLING ALE



Be one of the Crowd —and be Moderate, too!



Luncheon

Want something light?
Try chilled Vermouth!
A favorite drink of
Roman Emperors, it's
delicious and moderate!

In a Vermouth glass simply pour
Martini & Rossi Italian Ver-
mouth, chilled or iced; add a
twist of lemon peel. Remember,
serve Vermouth cold, always and
in all ways. Keep in refrigerator.



Cocktails

Try a Vermouth Old-
Fashioned. It's good tast-
ing, amiable—especially
recommended if you're
going light!

Puzzled for something light to
serve guests? Mix delectable Ver-
mouth Old-Fashioneds. Follow
regular Old-Fashioned recipe,
substituting Italian Vermouth for
whiskey, omit sugar.



After Dinner

Smart folks stay on the
moderation side, especial-
ly when there's fun to
come. Order an Americano
—the popular, mild Con-
tinental favorite.

Half-fill a highball glass with
Martini & Rossi Italian Ver-
mouth, add dash of bitters, slice
of lemon peel, seltzer to taste
and lots of ice!



Late Evening

Party going strong? Be tem-
perate with Vermouth and
Soda. It's the perfect drink
for long evenings!

Vermouth & Soda... Simply pour
highball glass 1/3 full of Martini
& Rossi Italian Vermouth. Add
ice generously and seltzer to taste.



Vermouth Old-Fashioned

In an Old-Fashioned
glass, a dash of Orange
and Angostura Bitters,
two cubes each of
Orange, 1/2 cup Pine-
apple, Lemon peel,
Cherry. Fill glass with
Martini & Rossi
Italian Vermouth

Exquisite Vermouth
Glasses designed by
C. A. Rossi, Rossi,
F. & Co. For
glasses please
write W. A. Taylor
& Co., Dept. L,
15 Laight Street,
N. Y. C. 6 for
\$1.25, 12 for
\$2.00, postpaid.



MARTINI & ROSSI VERMOUTH

SOLE AGENTS IN U. S. A. W. A. TAYLOR & CO., NEW YORK

IMPORTERS SINCE 1888

Alcohol by volume, 15.95%

CONTRABAND CONTROL (continued)

His work in the United States, in Germany, Italy and China had given him a world-wide perspective. Leith Ross worked out a plan to revive the Ministry of Blockade of the last War. But it was to be a modern, streamlined version of the network which strangled Imperial Germany in 1918. With the land armies immobilized by impregnable fortresses on both sides, Leith-Ross argued, it would be a war of attrition. And Britain must be prepared for it. Prime Minister Chamberlain, dreaming of the Appeasement which was to crown his political career, did not approve. But Leith-Ross went on, regardless, and when the Prime Minister was forced to change his mind after Munich, the Ministry of Economic Warfare was ready for organization.

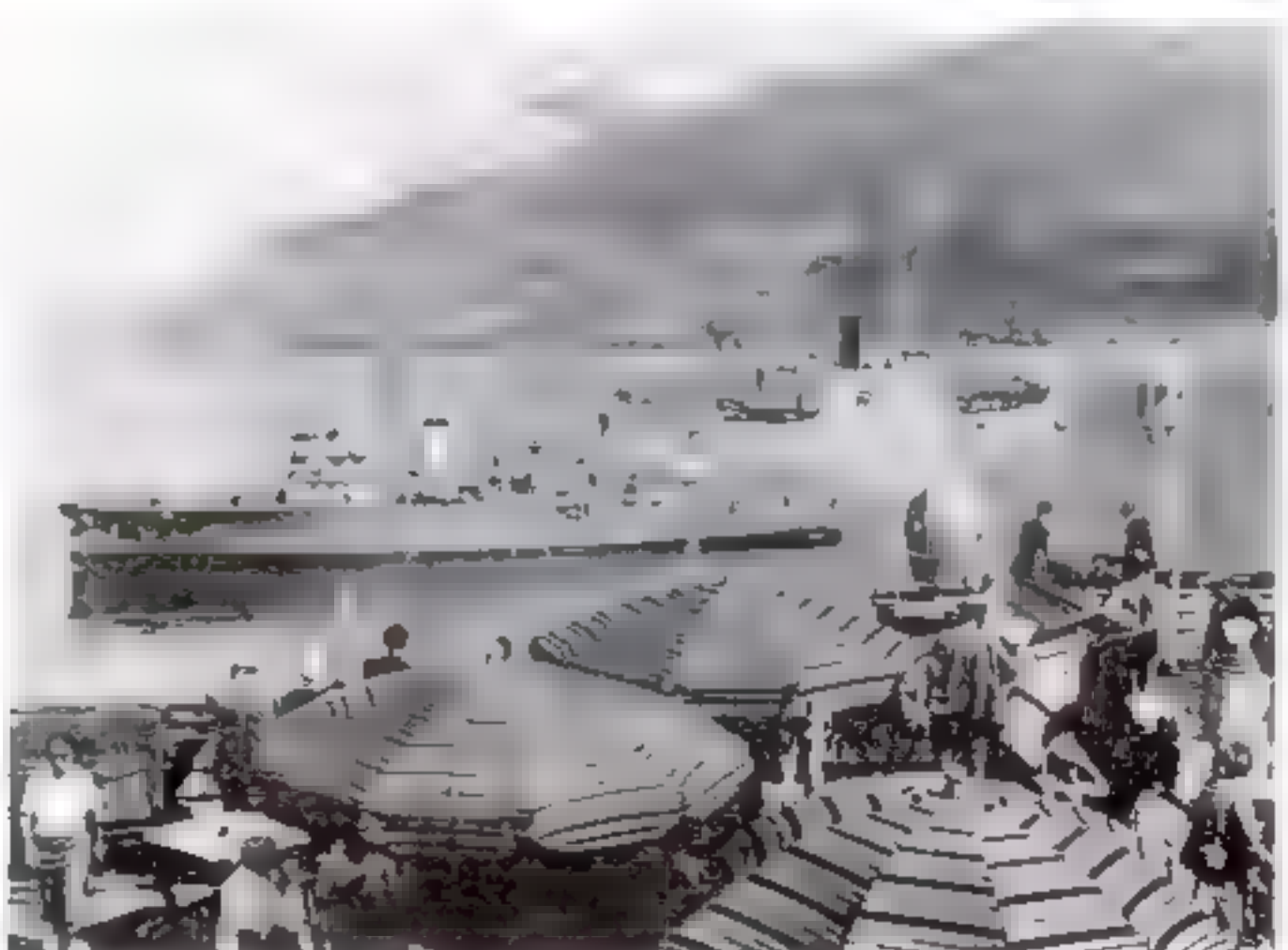
The last War taught the London economists several lessons. The Royal Navy could sweep German shipping from the seas. It could effectively blockade the coast of the Reich. But the real problem was to keep the neutral nations bordering Germany from importing the Reich's requirements for her and then delivering them by land. If too much pressure was brought to bear on these neutrals, they might join Germany. If they were prevented from giving Germany anything, a desperate Reich might invade them to get their stocks of food and raw materials. Leith-Ross and his men used every connection of Britain's big banks, manufacturers and shippers to compile a huge dossier listing the normal trade volume and its channels between Germany and her neighbors, in minutest detail. A black list was also made of all the firms in neutral countries habitually trading with Germany or supported by German capital—some 400 of them.

In London, a staff for the "shadow ministry" was hand-picked. Financial, economic, shipping, statistical and international law experts were marked for service in case of war. Ronald Cross, a wealthy merchant-banker, was decided on for Minister. Young, attractive, an old Etonian and a diplomat, he would make a good front for a Ministry many of whose activities would be distinctly questionable to the professional moralists in Parliament. All this was done with the greatest secrecy.

The Ministry goes into action

When the British Government declared war on Sept. 3, the Ministry of Economic Warfare clicked into high gear with very un-British speed. While the other new wartime departments reeled and staggered in the sudden confusion, Leith-Ross's organization went to work quickly and quietly. Within 24 hours, the official lists of absolute and conditional contraband were published and sent to all countries. The Ministry's full staff was gathered and installed in the old premises of the London School of Economics. And the teleprinters started up which connect the Ministry with the six Contraband Control Stations.

In The Hague, Brussels, the Scandinavian capitals, Rome and Belgrade, British diplomats appeared with draft treaties. Holland, Belgium and the rest have had to agree: 1) not to re-export to Germany any products which they imported, and 2) not to export to Germany any more of their own products than they had been sending before the war began. In exchange for this assurance, Britain would



At Gibraltar the Italian luxury liner *Rex*, on whose deck these striped umbrellas are arrayed, lies at anchor while the contraband-control men conduct their search. Next to the *Rex* is a British mine sweeper and, behind the sweeper, a Dutch freighter.

allow the neutral countries to import what they needed for their own factories and stores. When the neutral governments examined the import ration lists allotted them by London, they found that every item contained exactly what they needed of the commodity and no more. Leith-Ross's investigators had done their work well. The British diplomats also hinted that any effort at evasion would bring a reduction of the quotas. Norway immediately objected against having her vital fish exports to Germany cut down. Word came from London that no more coal or fishery supplies would get through to Norwegian ports. There was no further objection.

Of all the neutral countries, Italy has taken the draconic British decrees in best part. In fact, the Duce has even allowed the Ministry of Economic Warfare extraordinary privileges in Italy to check up on German-Italian trade, an action most un-Axial. The writer caused great embarrassment to an Italian shipmaster in Genoa by this discovery. "What are those two British naval officers doing," we inquired, "checking the cargo as it comes aboard?" "What officers?" the captain asked, peering in the wrong direction. "Those." We pointed at two unmistakable figures in dirty mackintoshes complete with bowler hats, pipes and furled umbrellas. "Oh, those," mumbled the captain vaguely, "Italian officials. No British officers here—ridiculous." "No Italian ever looked like that," we countered, and just then in accents unmistakable one bowler shouted to the other over the din of a winch. "Ah, yes," said the captain tugging us into the chart-house by our sleeve, "British passport-control officers, undoubtedly."

"Passport-control officers" is the euphemism adopted for the Ministry's agents. They swarm at the British Consulate in Rome, and are so thick at Trieste and the Alpine passes—the main channels to Germany—that Hitler's Gestapo Chief Himmler went to Milan a few weeks ago to consult Mussolini's Police Chief Bocchini about having them removed. The Duce declined. In exchange his ships now get rapid clearance at the British control ports, special fueling facilities, and very profitable trade.

Some of the other countries have not played ball so well. The Dutch and Scandinavian shipowners, particularly, often try to sneak merchandise—intended for Germany—beyond their quotas. But the British net is hard to get through. Most neutral shipmasters now stop voluntarily at one of the three Contraband Control Stations on the British coast before braving European coastal waters. They get a special flag—certifying that they have a clean bill—and can then pass the British and French patrols without further trouble. These patrols dot all the practicable sea lanes, stopping all neutral ships. The Ministry is very rough on ships which try to slip by. Once caught by a patrol and forced into port, they are made to lie for days before they are even examined. Most of the captains have also learned that it is very difficult to get away with anything during a search. "Those Britishers seem to have second sight," an irate Swedish master said bitterly to the writer.

It is not second sight but a remarkable intelligence organization—also the work of Leith-Ross. In Rome, New York, Rio de Janeiro, Tokyo, all over the world, British trade contacts function as an information system. A British banker in Rio hears from a friend that Germany is buying hides to be shipped via Holland. He reports it to his consul. The consul, through his agent at the docks, finds out

CONTINUED ON NEXT PAGE



In the captain's cabin, a boarding party goes over a ship's papers with the captain (right) and the first mate (standing). When a ship is released, it is given a special flag, which is changed every day, as a token that it has been inspected and passed.



"Belles on his fingers and belles on his toes,
Because he hands out LIFE SAVERS wherever he goes."
Try the new yummy BUTTER-RUM flavor.



"The weak point about many a Don Juan is his strong breath. Keep yours fresh and mild with PEP-O-MINT LIFE SAVERS."



"I'm a sane girl, but I'm certainly crazy about BUTTER-RUM LIFE SAVERS. They're buttery . . . rummy . . . wonderful!"



Everybody's breath offends sometimes after eating, drinking, or smoking. Let LIFE SAVERS save yours. 13 delicious mint and fruit flavors. Sold everywhere. 5¢.

Mmmmm ARMOUR'S STAR PURE PORK SAUSAGE—*On the way!*



Appetites Are Always Sharp
for America's Favorite Sausage!

Watch the faces of that delighted family of yours . . . watch the rush they make for the table . . . when they scent the delectable, mouth-watering aroma of Armour's Star Pure Pork Sausage, a-sizz-ling in the broiler!

You see, Armour has done everything to make the finest, tastiest, most tempting sausage that ever satisfied a flavor-hungry family!

Rare spices, gathered from every corner of the world, are expertly blended in just the right amounts into the Grade-A meats.

And Armour's Star Pure Pork Sausage is made fresh daily in kitchens as spotless as your own! Order some today . . . you'll enjoy it.

In PURE PORK SAUSAGE . . . As in All Other Meats

ARMOUR'S STAR

It's the GRADE-A BRAND

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CONTRABAND CONTROL (continued)

what ship they are going on. A flash goes to the Ministry of Economic Warfare in London. And when the Dutch captain streams into Weymouth for inspection, he is surprised to find that the contraband officer knows exactly where to look for the hides.

So expert has the intelligence section of the Ministry already become that neutral ships known to be carrying contraband are often purposely allowed to proceed unmolested until they near the Control Station most convenient for handling that part of their cargo which is to be seized. One Dutchman carrying coffee for Germany was allowed to get as far as the Downs, because it would be more convenient to transport the coffee to London from that point than from the South of England. The ship was then brought in by a patrol, having provided—all unknowingly—free passage for free goods for the British Government.

The black list, so carefully compiled by Leith-Ross, is also a great help to the Contraband Control. Goods consigned to any firm listed in it are almost surely destined for Germany and are immediately confiscated. The neutral captain can go before an Admiralty prize court to dispute an illegal seizure. But the contraband list is so broad in its specification of "goods capable of being used for or converted to the manufacture of war materials" that the skipper generally has little chance for argument. Everything confiscated by the Control is sold and the proceeds put into the prize fund which is distributed after the war among the crews of the fleet.

"Then you got war with Sveden"

The job of control officer is one to be avoided. It requires a super-diplomat to keep the irate Dutch and Scandinavian skippers from outright defiance. "I take my ship out, and if you blow it out of the water, you got war with Sveden," was one outburst of a Swedish captain that we witnessed. The red-faced giant fortunately got fouled in a cable when he tried to maneuver his boat out. The control ports are terribly overcrowded. The teleprinters to the Ministry in London work 24 hours a day, sending up cargo listings to be checked off against the import quota books. A delay of a day or two, even for the innocent, is inevitable. The control officers are all strictly instructed to end every sentence to a neutral captain with "sir," and to keep apologizing, no matter what.

The Ministry of Economic Warfare has another task as vital as the blockade of Germany—to keep neutral ships, despite their owners' fear of mines and torpedoes, plying to and from British ports. For England could not import nearly all she needs in her own bottoms. Reluctant neutrals must be forced. "Bunker control," "central chartering" and the "right of angary" are the official terms for the systems which generally make the neutrals cry, "Don't shoot. I'll come down."



The Contraband Committee of the Ministry of Economic Warfare works in the old London School of Economics. Head of the board, the Right Hon. the Viscount Finlay (dark-rimmed glasses), sits in center. The board meets daily to decide, on basis of re-

Britain and France, between them, control the main sources of bunker coal in Europe and the Middle East, and the principal bunker-coal depots on almost all of the world's great trade routes. On the main lane from northern Europe to the Far East via the Suez Canal, there are 20 principal fueling stations, from Gibraltar to Hong Kong. All but five belong to the Allies. On the East Atlantic lane, the depots are Lisbon, Madeira, the Canaries, St. Vincent Island, Dakar, Freetown, Lagos, Walvis Bay, Capetown. All of them draw their supplies from British and French sources. A ship marked for sabotage by the Ministry in London finds it very difficult to get coal at any of these points.

During the last War, the Allies made bunker facilities available only to those neutral ships making trips that were useful to the Allied cause. Shipowners could get coal only when they arranged two voyages out of every three to suit the wishes of London and Paris. For the third, they could pick their own destination, provided it wasn't Germany. This system has not yet been revived. But it will be if Germany's intensified mine and submarine warfare continues.

Central chartering is another process used to induce the neutrals to put their shipping at Britain's service. Every form of political and economic pressure is first brought to bear on the Dutch Government, for example, to obtain Dutch ships under generous charter. Concessions in the blockade formalities or a "favored nation" trade treaty are offered. If that fails, two very refined methods of compulsion, both strictly legal, remain. Either the "ship for ship" rule is applied, no Dutch ship being allowed to clear an Allied port until another has arrived with cargo. Or the law of angary is put in motion. This ingenious law was rediscovered and brought into action by the old Ministry of Blockade in 1917. It provides for the seizure by a country of any foreign ships and goods in its territory. Just compensation is provided for the owners of seized property. But neutrals prefer to take a profitable contract for continued trading than to have their boats taken for a compensation that may be very long in coming.

So successful has the contraband-control system been that in the first 15 weeks of war, the British and French claim to have seized 10% of Germany's normal imports for an entire year. This means 870,000 tons of goods, enough to fill 116,500 freight cars. Britain alone has seized enough petroleum (28,000,000 gallons) to overflow the gasoline tanks of every vehicle in the British Isles, enough cotton to make 12,000,000 rounds of 6-in. howitzer ammunition, enough hides to make 5,000,000 pairs of boots. England's gain from seized cargoes, moreover, is only part of Germany's loss in imports. A high percentage of Germany's normal imports has never been shipped at all for fear of seizure.

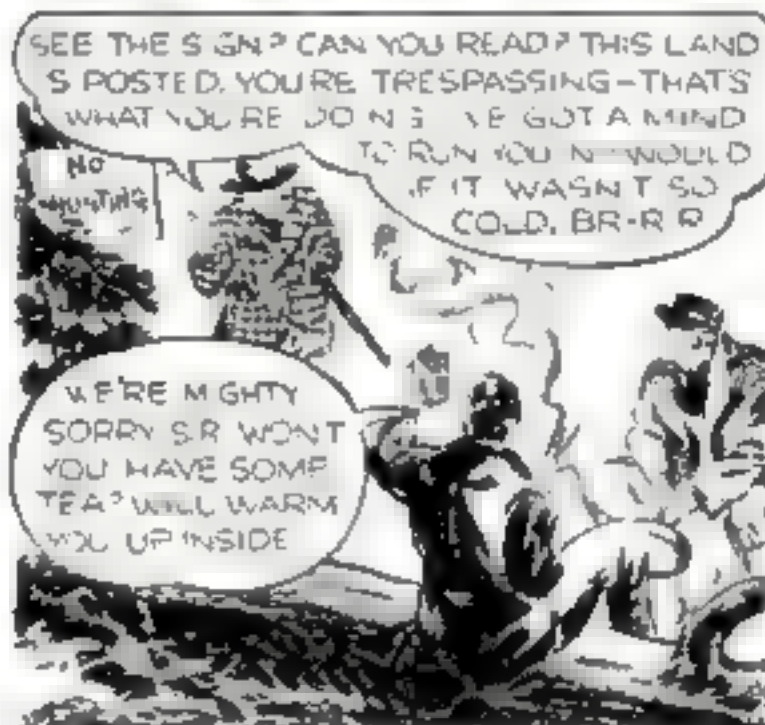
But there was one more leak to be stopped. While Belgium, Holland, the Scandinavian countries and Italy are firmly under the Ministry's thumb, the Balkans are less compliant and harder to get

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ports from Control Stations, which ships are to be passed, which detained, which have their cargoes confiscated. Up to Dec. 21 it had examined 303 British and 1,228 neutral ships, confiscated the entire cargoes of 66 and partial cargoes of others.

NO HUNTING ? WELL, YOU CAN'T ALWAYS TELL !



SIX GOOD TIMES TO ENJOY TEA

BREAKFAST - TEA GIVES YOU A QUICK PICK-UP-AND IT'S SO EASY TO DIGEST.

AT 11 A.M. - TEA HELPS YOU TO WORK BETTER, THINK FASTER.

LUNCHEON - FOR A GOOD AFTER-NOON'S WORK, LET TEA PEP YOU UP.

AT 4 P.M. - SO REFRESHING-TEA CHASES AWAY 4 O'CLOCK FATIGUE.

DINNER - TEA TASTES SWELL AND MAKES FOOD TASTE BETTER.

EVENING - ENJOY TEA FREELY-TEA LETS YOU SLEEP.

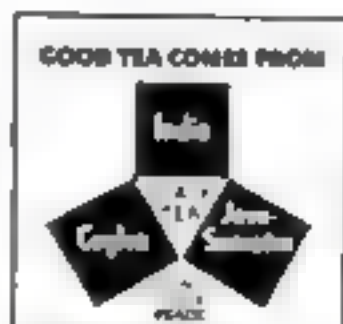
IT'S AS EASY AS A-B-C TO GET A REALLY GOOD CUP OF TEA

- A** - ALWAYS USE BUBBLING BOILING WATER AND POUR IT ON THE TEA.
- B** - USE 1 TEASPOONFUL PER CUP PLUS ONE FOR THE POT.
- C** - STEEP TO ANY STRENGTH YOU PREFER. (MOST PEOPLE WHO USE CREAM OR MILK CHOOSE A 5-MINUTE BREW.)

FOOTBALL TAKES OUT THE PEP, ALL RIGHT - BUT TEA PEPS ME UP. TEA HAS A GRAND TASTE. TEA HELPS ME TO THINK FASTER. IT'S A MAN'S DRINK - A REAL BRACER



"TUFFY" LEEMANS, FOOTBALL STAR



THESE GOOD BLACK TEAS ARE ESPECIALLY SUITED TO THE AMERICAN TASTE. FOR ECONOMY AND FULL ENJOYMENT, BUY QUALITY TEA.

TEA
PEPS YOU UP!

DELICIOUS, VITALIZING - ECONOMICAL TOO - COSTS LESS THAN A CENT A CUP

SAYS MR. T. POTT

Do you have these signs of DRY SCALP?



ITCHING
SCALP?



DANDRUFF
SCALES?



HAIR HARD
TO MANAGE?

Check

DRY SCALP

with

Vaseline HAIR TONIC

REG. U. S. PAT. OFF.

and just see the difference

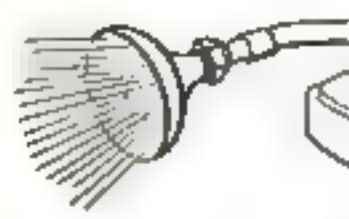
ITCHING, loose dandruff, dullness, brittleness . . . they are symptoms of "dry scalp," arch enemy to handsome hair! Combat this condition! Each morning rub on a few drops of 'Vaseline' Hair Tonic. In this way you will supplement the natural scalp oils and make your hair soft, easy to manage and youthful in appearance. Also, before each shampoo, give your scalp a thorough-going massage with plenty of 'Vaseline' Hair Tonic . . . to stimulate the circulation and counteract the drying effect of soap and water. Remember, 'Vaseline' Hair Tonic contains no ingredient that can dry the scalp. Buy a bottle today and see what it does for your hair, even within a single week!



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WATER



SOAP

They all rob your hair of natural oils. Combat "dry scalp" and keep your hair good-looking with 'Vaseline' Hair Tonic.

A few drops a day supplement the natural scalp oils, keep hair manageable and good-looking.



40¢
and
70¢

CONTRABAND CONTROL (continued)

at. A large part of Yugoslavia's and Rumania's exports have been going to Germany—important supplies of grain, oil, lead, copper and bauxite. And Berlin has been paying cash with foreign exchange, received mainly from exports to South America.

At first the Ministry tried to cut Germany out by paying higher prices to ever-venal Belgrade and Bucharest. But it was very expensive to outbid the desperate Germans, and the London economists had another idea—the blockade of all German exports as well as imports, to prevent the Reich from piling up credits anywhere abroad. It was not until Hitler started his unrestricted mine-sowing campaign, however, that the British Government felt it had enough of an excuse to issue the drastic decree for the two-way blockade.

With the double blockade Germany will be unable to pay cash even for imports from the neutrals allowed under the British quotas. This will not greatly affect her trade with the northern European neutrals, which is on a fairly even give-and-take basis, but it should cut the vital cash trade with Rumania and Yugoslavia.

The export ban was a staggering blow to all the neutrals. The Netherlands faces the ruin of her shipping trade, almost 75% of which is outgoing German commerce from Rotterdam. To protests from The Netherlands, Japan and the Scandinavian countries, England has, however, turned a sympathetic ear and the ban has not yet been strictly enforced. It seems likely that England will use it to squeeze Germany hard but not so hard as to make the neutrals desperate. With the only potentially dangerous neutral, Italy, London has been very careful. Britain and France are paying so well for Italian boots, textiles and machinery that the Duce has been willing to let his trade with Germany diminish to a trickle. Most other neutrals have no choice.

Between Washington and London, whatever embarrassing situations have arisen have been adroitly handled by Ambassador Kennedy, President Roosevelt and the State Department. Little has been allowed to leak out for fear of upsetting Anglo-American relations. And the British Foreign Office, knowing the touchiness of the American public, has tried to instill caution into the heart of the Ministry of Economic Warfare. But 62 American ships were detained by the Allies up to Nov. 23. Some of them were held as long as three weeks and released only after protest from the State Department. Mail and cargo bound for Germany through neutral countries were seized. Since early November, the operation of the American Neutrality Act has reduced these cases to a minimum. U. S. traffic now passes only through the control ports at Gibraltar, Haifa and Aden.

"Gott strafe England—and her money. They will starve us again as they did the last time. If we lose a war against the British, it will be because an army must still march on its stomach. And because England still owns the stomach of Europe." A leading officer of the Economics Division of the German General Staff told us that just a year ago. The German chiefs have little respect for the striking power of Britain's military forces, but more than a little fear of Britain's tremendous driving power which decades of experience have given England in the economic field. That specter is now materializing.



Chief Economic Advisor to England is Sir Frederick Leith-Ross, a mild, shrewd man who prepared Britain for economic war.



Minister of Economic Warfare is Ronald Hibbert Cross, M. P., aviator in last War; banker, once the King's Vice-Chamberlain.

*Announcing a longer
more distinguished cigarette*



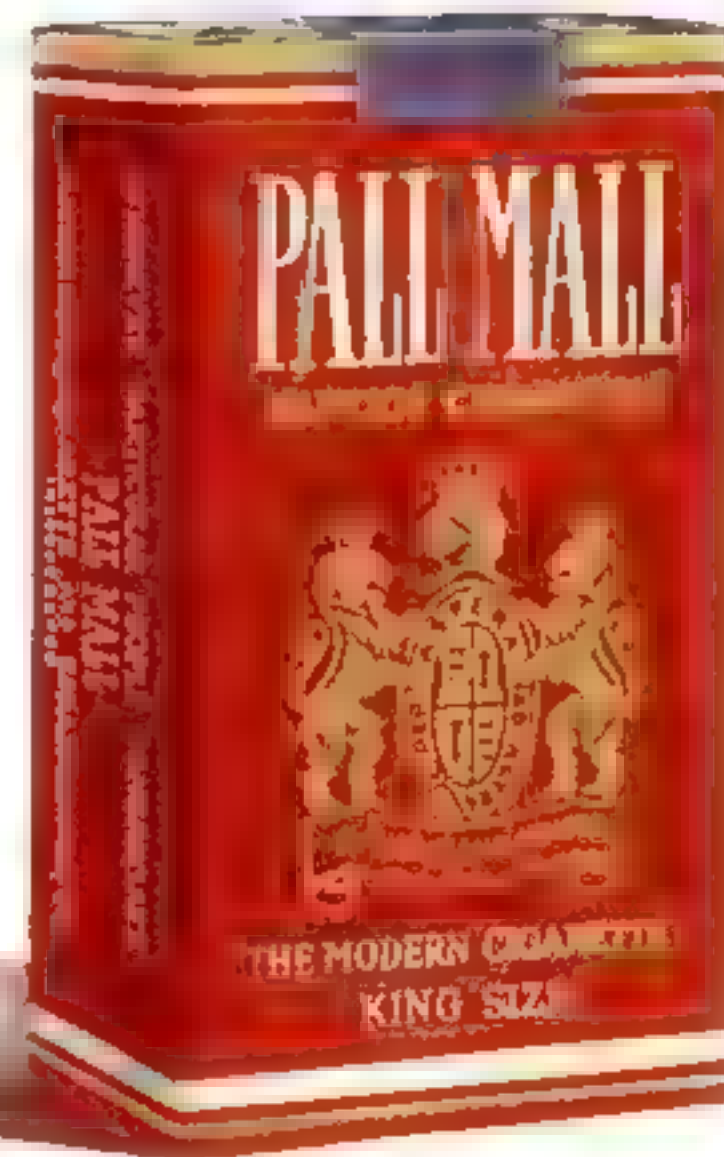
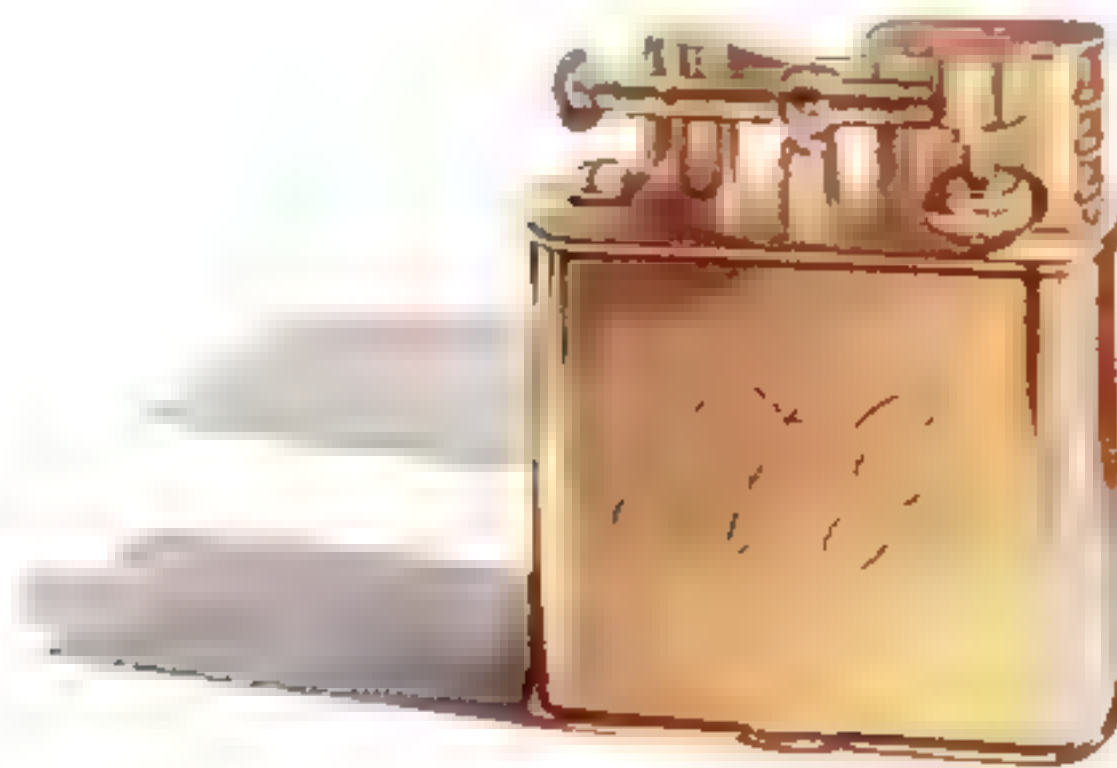
THE NEW PALL MALL



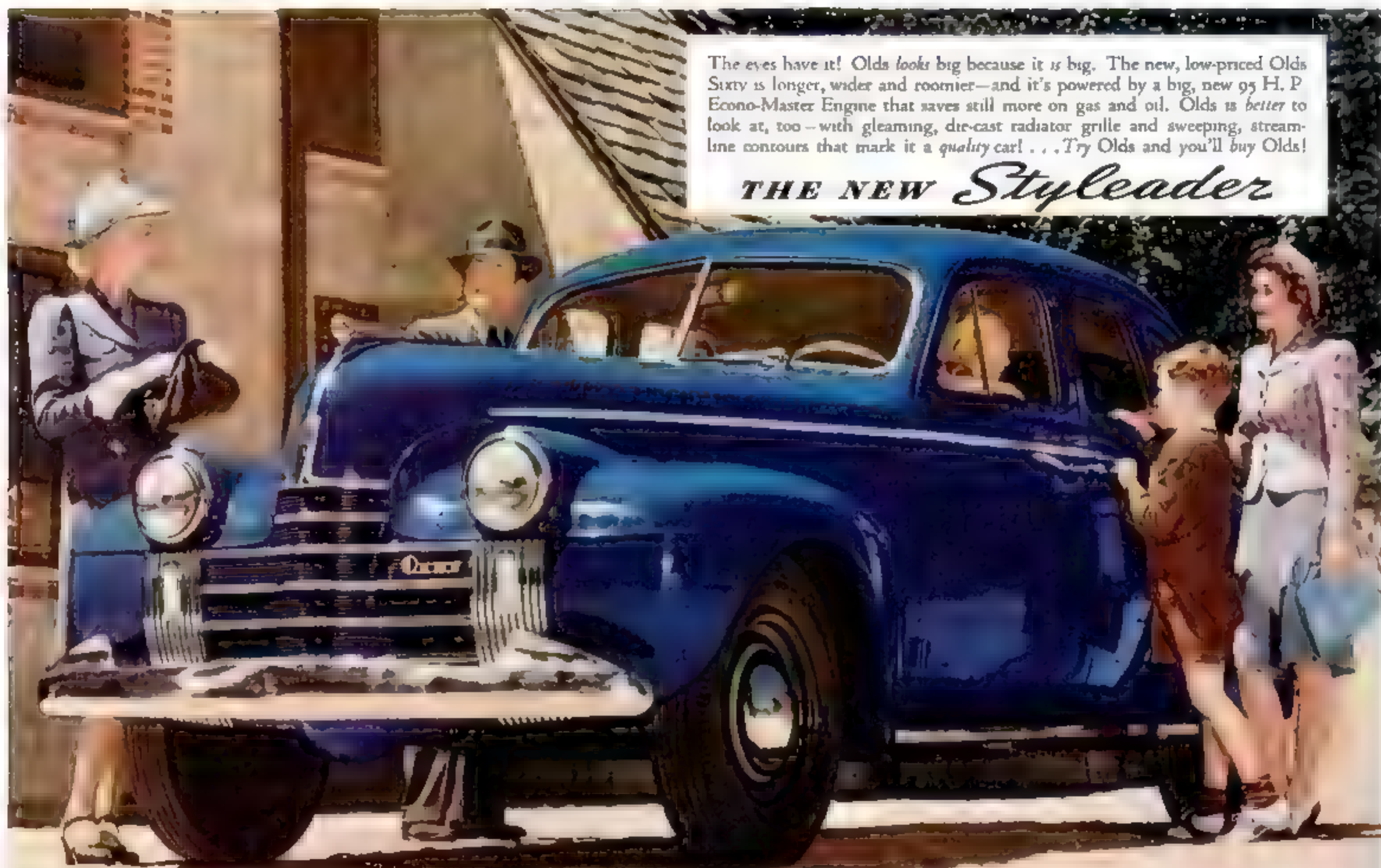
THE USUAL CIGARETTE

*W*HEN YOU HOLD one of the new Pall Mall in your fingers, you will immediately sense the added distinction the longer size confers on this traditionally smart cigarette.

But more important, as you will see for yourself, the additional length travels the smoke further, and gives you a noticeably cooler and smoother cigarette—thus enhancing the rich flavor of the superb Pall Mall tobaccos. The price remains but 15¢ for twenty.



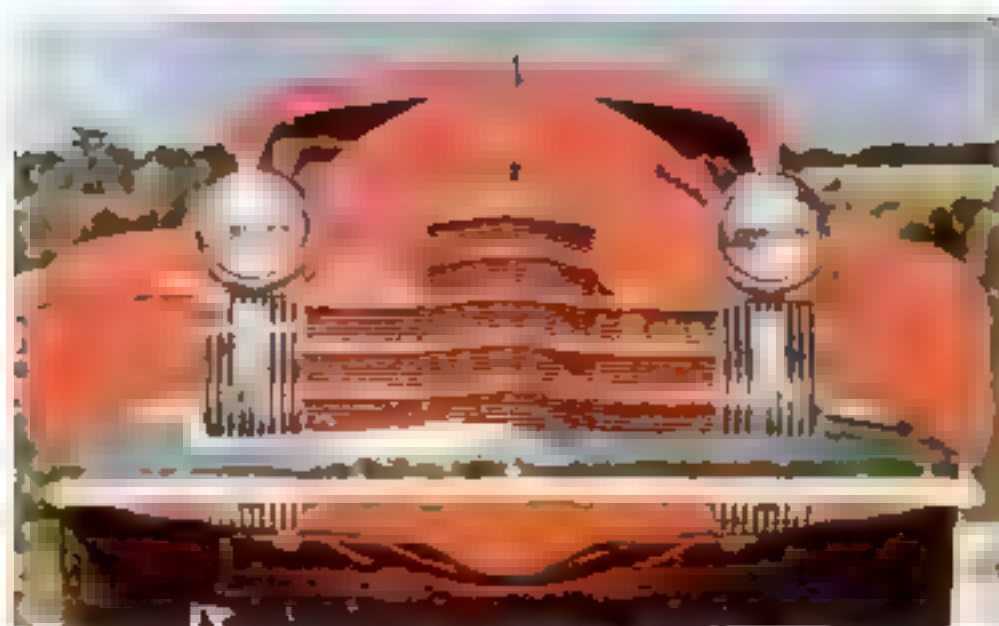
BIGGER^{AND} BETTER TO LOOK AT



The eyes have it! Olds looks big because it is big. The new, low-priced Olds Sixty is longer, wider and roomier—and it's powered by a big, new 95 H. P. Econo-Master Engine that saves still more on gas and oil. Olds is better to look at, too—with gleaming, die-cast radiator grille and sweeping, streamline contours that mark it a quality car! . . . Try Olds and you'll buy Olds!

THE NEW *Styleleader*

BIGGER^{AND} BETTER TO DRIVE



Performance that puts you right out in front, handling ease that's literally unmatched—they're yours in the brilliant popular-priced Olds Seventy, as in all 1940 Oldsmobiles!



Wider, roomier, more luxurious streamlined Bodies by Fisher bring you new comfort in Oldsmobile—especially in the magnificent new Custom 8 Cruiser selling at medium price!



Only Olds offers the amazing new Hydra-Matic Drive, with no gears to shift, no clutch to press! It's optional at only \$57 extra on all Olds models for 1940. Try it—it's a thrill!

OLDSMOBILE

MORE STYLE • MORE SIZE • MORE ROOM • MORE LUXURY • MORE COMFORT
MORE SAFETY • MORE POWER • MORE PERFORMANCE • MORE ECONOMY



PRICED FOR EVERYBODY
Coupes, \$807 and up. Sedans, \$853 and up. Delivered at Lansing, Mich. Car illustrated: "Sixty" 4-Door Touring Sedan, \$899. Prices include Safety Glass, Chrome Window Reveals, Bumpers, Spare Wheel, Tire, Tube, Dual Trumpet Horns, 2 Windshield Wipers, Vacuum Booster Pump, 2 Sun Visors. Transportation based on rail rates, state and local taxes (if any), optional equipment and accessories—extra. Prices subject to change without notice.

INLAND WATERWAY

from New York to Miami on the yacht "Do-Ho"



IN A COLD DECEMBER DAWN, GUESTS ON "DO-HO" TAKE LAST LOOK AT NEW YORK HARBOR. L. TO R.: MARY JOYCE WALSH, TED MONEY, BARBARA MONEY & CAPTAIN TODAL

Well known to almost every American are the swift motor highways leading to Florida. Not so well known is the "Inland Waterway," a water highway used by small boats on their way to Florida. Built by U. S. Army engineers at a cost of \$75,000,000 to carry coastal freight traffic, it is a system of dredged canals dug behind the islands and sand dunes of the Atlantic Coast. Sometimes the Waterway has been cut straight through forests and farms. Sometimes it opens up into sheltered bays and sounds. Sometimes it twists interminably through swamps. But everywhere on its 1,550 mile course, it offers calm water and smooth sailing. By following it, pleasure boats or small commercial freighters can travel safely from Boston to Key West, only once venturing out into the rough water of the ocean. This is on the short passage (37 miles) from New York to Manasquan Inlet.

In the early morning of Dec. 11, the 53-ft. Elco cruiser *Do-Ho*, belonging to Howard Johnson, owner of a string of restaurants, chugged out into the icy waters of New York harbor. A cold fog and snow, which had sent the temperature down to 30°, almost hid the sky-scrapers on Manhattan Island. But the *Do-Ho* was bound for sunshine in Miami. Aboard, as Mr. Johnson's guests, were Mr. and Mrs. Ted Money of New York, Miss Mary Joyce Walsh,

junior in the University of Miami, and LIFE Photographer Wallace Kirkland. Crew members were Captain Gunnar Todal and Steward Jim Mutttram.

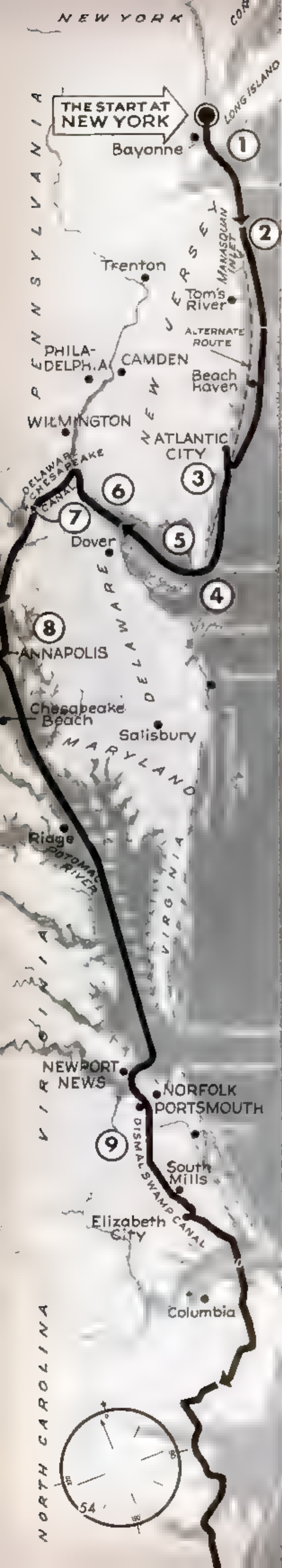
Two weeks later the *Do-Ho* was in Miami. During that time it had traveled 1,350 miles, used 3,100 gallons of gasoline, passed through 92 drawbridges, seen about 3,500 channel markers and 22 lighthouses. It had not run on a single sandbar. The first few days, down the Jersey Coast, up Delaware Bay and down Chesapeake Bay, were days of rain and stormy seas, views of deserted beaches. Then in clearing weather had come the cypress swamps of the Carolinas, with here and there a glimpse of

beautiful plantation homes. Inside Cape Fear and on the edges of Bull Bay were vast areas of old rice fields and reedy grasses. Near Charleston, palms had begun to appear and the shore banks were thick with Spanish moss and wisteria. Florida itself seemed like a landscaper's paradise. White stone bridges arched over emerald blue lagoons. Pink stucco houses had little docks on the Waterway. Everywhere a bright sun shone on orange, grapefruit and coconut trees.

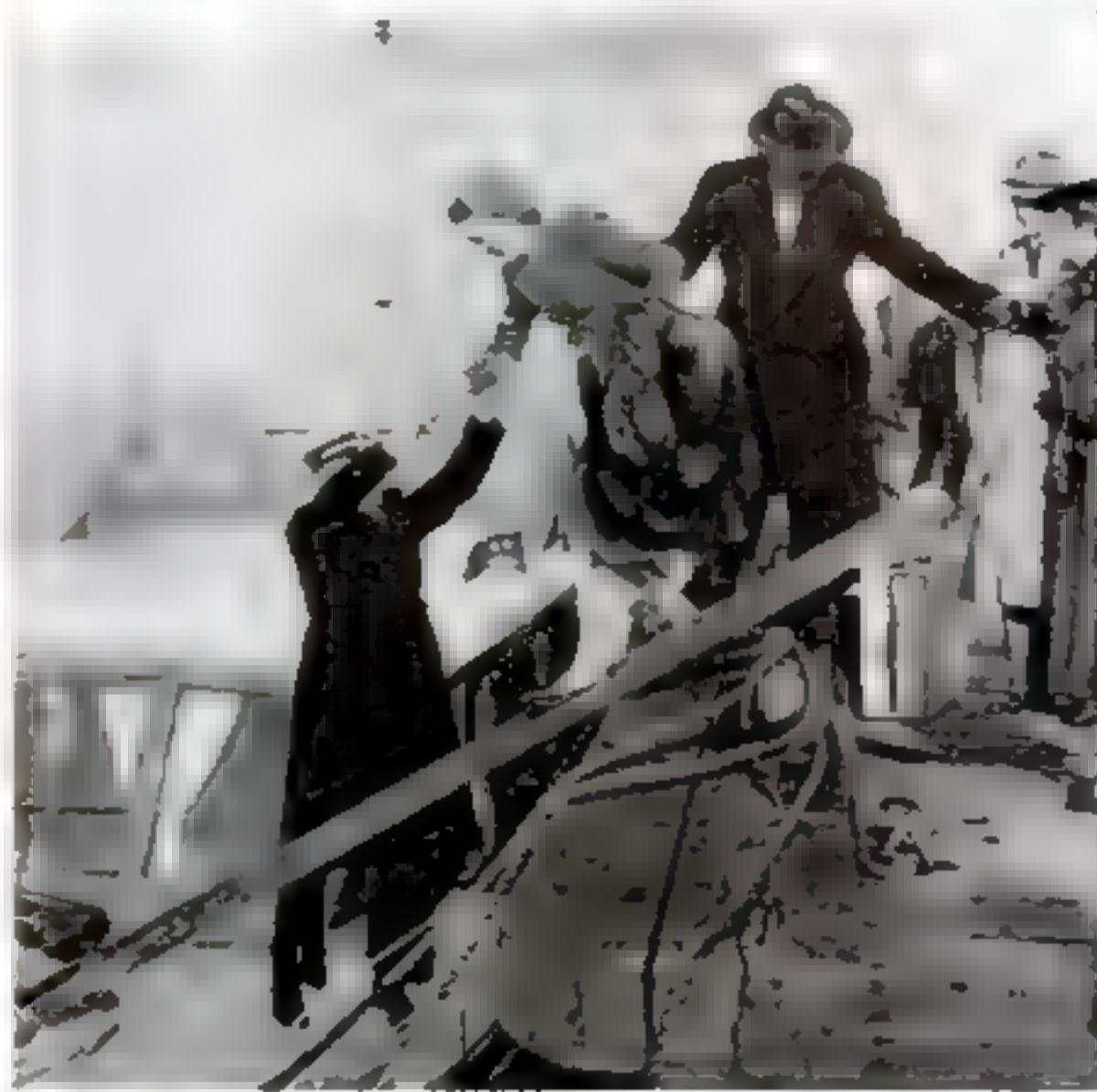
For the *Do-Ho*'s guests, the trip was an exciting adventure. For a look at some of the things they did, turn page. Numbers on pictures are keyed into correct locations on strip maps.



"DO-HO" IS A 53-FT. ELCO CRUISER, COSTS \$35,000, MAKES 25 KNOTS



INLAND WATERWAY NEW YORK TO DISMAL SWAMP, N. C.



At New York, Captain Todal (left) and Mr. Money (right) help Mary Joyce Walsh aboard. In background, Mrs. Money is saying goodbye to her friends.



Off Barnegat Inlet, on outside passage to Atlantic City, Mary, seasick, curls up on floor. Weather was so rough all meals were eaten on the floor.



At Cape May, Do-Ho buys gas at Scotty's Wharf. Big problem on Inland Waterway is not to run out of gas. Do-Ho used over 200 gallons every day.



Up the cold Delaware, Mary cannot understand why boat is sailing north (see map). She is afraid that she won't get home to Miami by Christmas.



Chesapeake City is western end of Chesapeake-Delaware Canal. Boats passing through must not go more than 6 m.p.h. Faster speed undermines banks.



At Annapolis, reached in rain and fog, Midshipman Robert Stimson comes aboard the Do-Ho. Because of school regulations he can stay only 90 min.



Atlantic City is cold, boardwalk deserted. All passengers go ashore, have a drink at McCann's Bar. Mr. Money buys a portable oil heater. Mary, some stockings.



Near the Chesapeake-Delaware Canal, sun breaks through heavy clouds. In rain or sun, Captain Todol stays on the bridge from 7 in the morning until after dark.

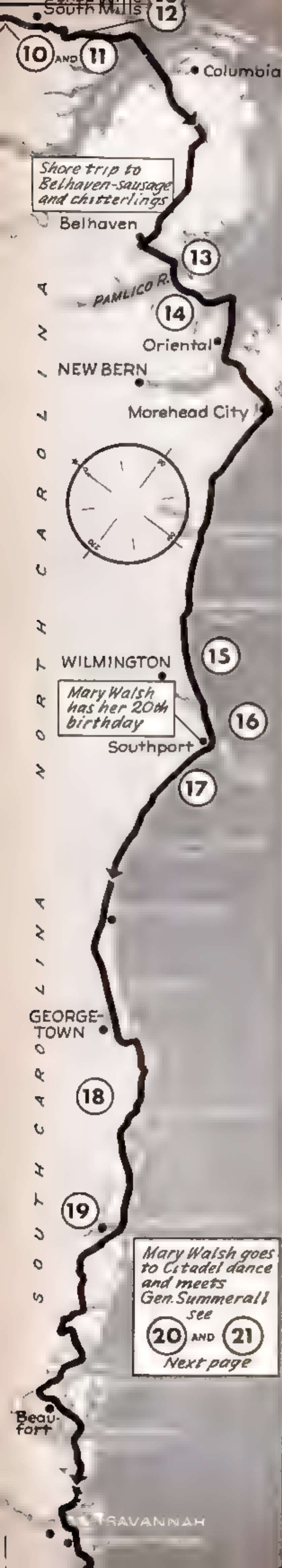


Dismal Swamp Canal seems like the real beginning of the Inland Waterway. Here the Canal cuts through land, with big trees and tangled underbrush on both sides.



On rainy Delaware Bay, Mary and captain wear sou'westers and gloves. In Dismal Swamp Canal (below), the weather is clear and the sun feels warmer. Captain gets out his white cap and Mary puts on bandanna.

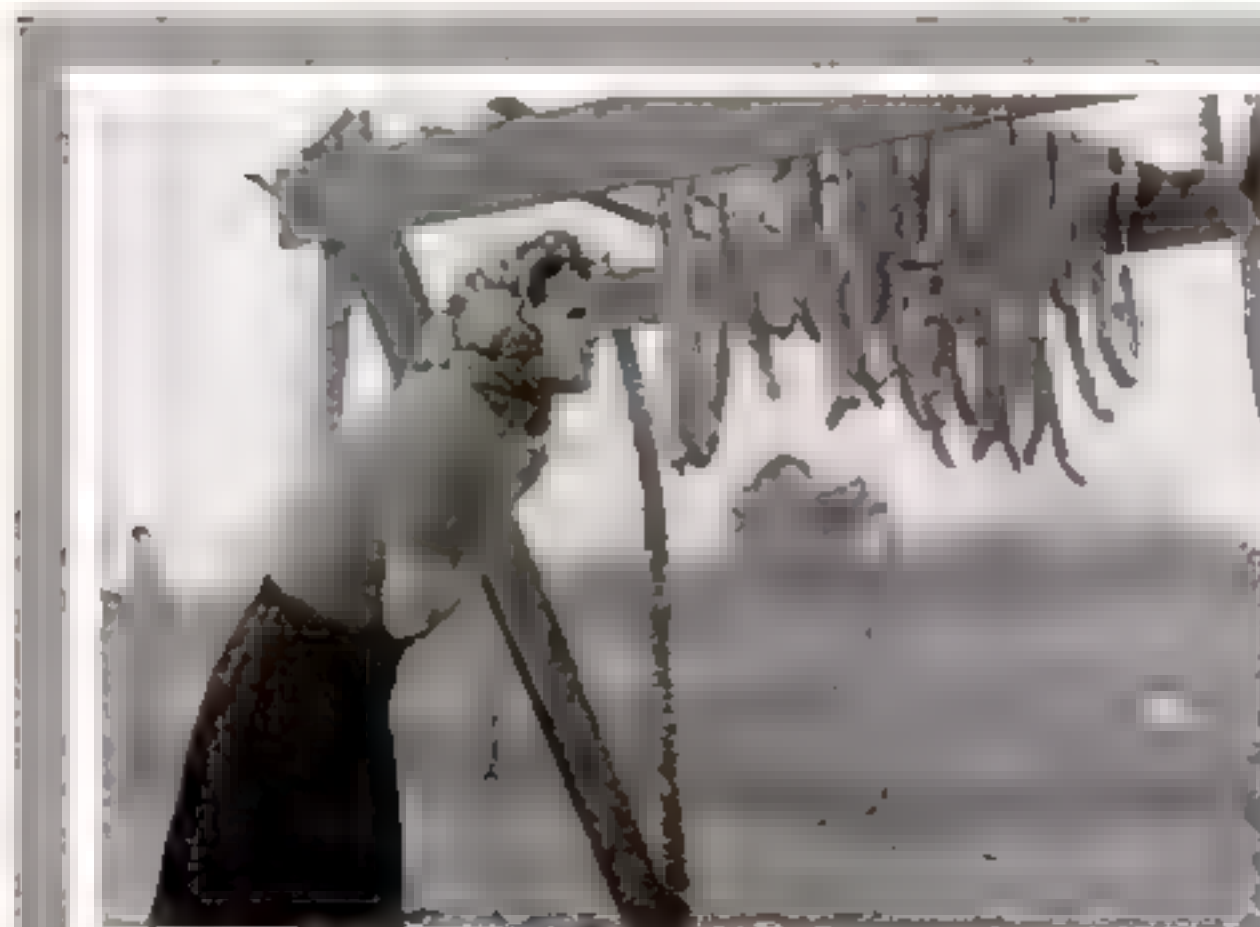




INLAND WATERWAY: DISMAL SWAMP TO CHARLESTON



FIRST LOCKS ON DISMAL SWAMP CANAL ARE 11 MILES SOUTH OF NORFOLK. BOAT IS RAISED UP 5 FT. THERE ARE NO TOLL CHARGES



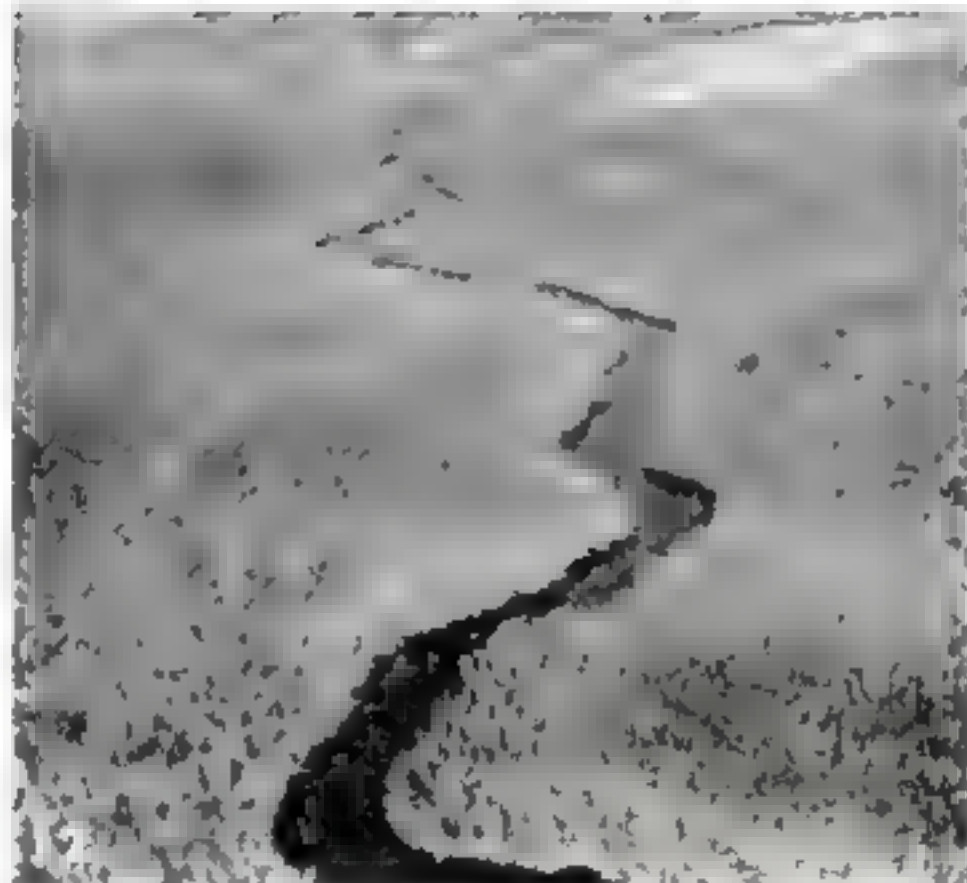
At Belhaven, N. C., Mary sees sausages made and hung. There she eats a shore dinner, visits James Hines, Belhaven's most important citizen.



Mary and Ed Volivar, a young Belhaven businessman, ride out into country, stop to watch some Negroes patiently boiling chitterlings.



STEWART BUYS PORK SAUSAGE FROM LOCK-KEEPER



LIKE A SNAKE, CANAL TWISTS THROUGH DISMAL SWAMP



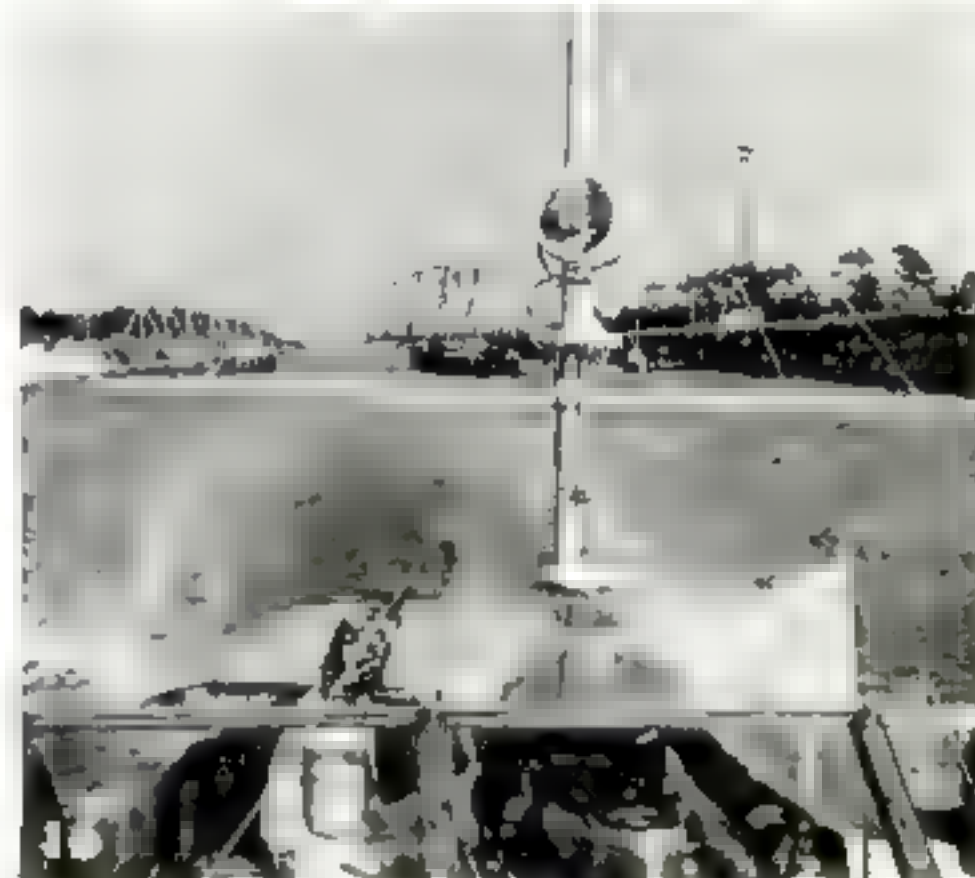
IN FANLICO SOUND, "DO-HO" PASSES THE "MARIETTE"



NORTH OF HOBUCKEN, N. C., IS AN OLD TURN BRIDGE



A LITTLE FARTHER SOUTH IS A BASCULE BRIDGE



NEAR CAROLINA BEACH ANOTHER BRIDGE OPENS



WATERWAY CUTS FAR INLAND SOUTH OF SOUTHPORT



NEAR MCCLELLANVILLE, S. C., IS AN OYSTER FACTORY



AT CHARLESTON, S. C., IS J. P. MORGAN'S OLD "CONSAIRE"



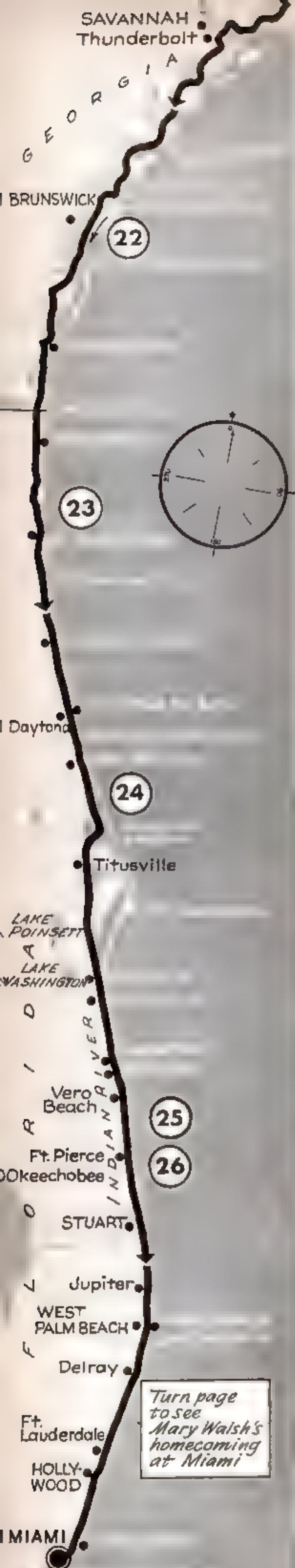
At Southport, N. C., on Dec. 17, Mary enjoys her 20th birthday. Presents include 18 camellias (background) and a baby alligator.



Mary blows out all candles on birthday cake baked for her in galley by Steward Mottram.



Into Charleston sails the Do-Ho, with Mary sitting on foredeck. She is disappointed because the azaleas and magnolias are not in bloom.



INLAND WATERWAY: CHARLESTON TO FORT LAUDERDALE, FLA.



At Charleston's Citadel, Mary goes to the Christmas Prom, meets General Summerall, commandant of this famous old military college, and

Mrs. Ralph Holladay in receiving line. Mary once lived in Charleston. In a black-velvet dress, with a garden in her hair, she was most popular girl.



Kissing Ring ceremony is important part of Prom. Boys and girls climb through bag ring. While orchestra plays a mambo song, each

girl gives her date a ring. Then each boy kisses his girl, gives her a rose. Mary here dances with Cadet Colonel J. E. Burrows of Muskegon, Mich.



On St. Simon Island, Ga., are remains of Fort Frederica. Here in 1742, Oglethorpe defeated the Spanish in Battle of Bloody Marsh.



At St. Augustine, oldest city in U. S., Howard Johnson, owner of the *Do-It*, joined party, took everybody sightseeing in a carriage.

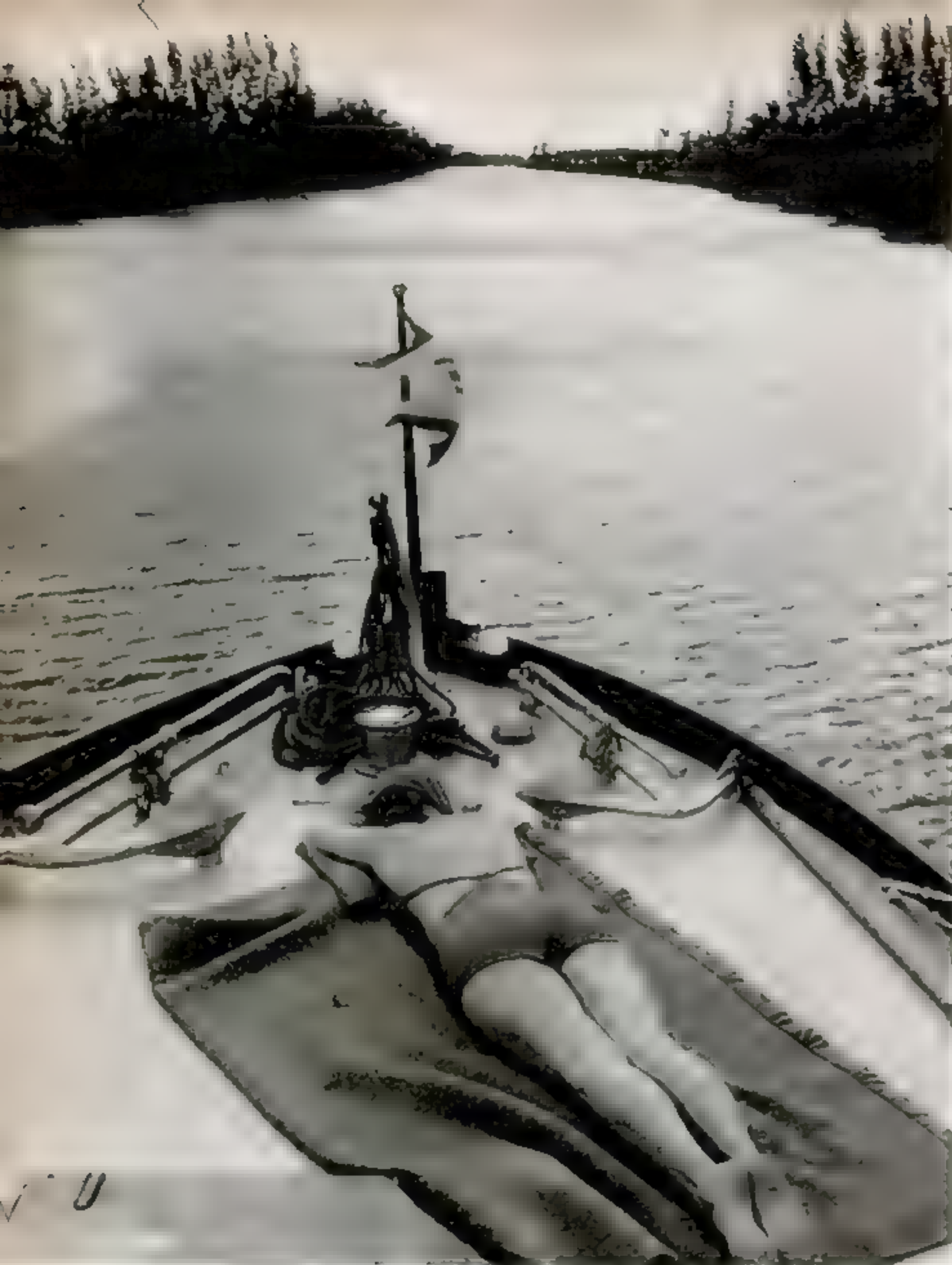


In Mosquito Lagoon, during luncheon Owner Johnson (center) talks about a party he will give Mary and the Moneys (right) in Miami.



Off warm Florida coast, everybody except Mr. Johnson puts on bathing suits, gets a sunbath. At right, Mary poses on the after deck.





South of the Jupiter River, the Waterway is narrow, with pines lining both shores. Mary sunbathes all day so that she will look brown and healthy when she arrives in Miami. Below, left, she walks the *Do-Ho's* starboard rail. Right, she does a trucking step she watched a sailor do in a Norfolk Jack Junt.



INLAND WATERWAY

The "Do-Ho" reaches its destination at Miami

Mary Joyce Walsh is a very pretty girl. She has golden blonde hair, a nice smile, and a slapping figure. Last year, as a sophomore at the University of Miami, she was voted Miss Miami and Miss Florida. She was the dream girl of the football team. In June she went to New York to model, and didn't like it much. The weather was too cool and the people too unfriendly. She was eager to get home to Miami and her parents.

On the trip down the Inland Waterway, she had the time of her life. Every night there was a party. She dined with midshipmen from Annapolis, captains from the Citadel, newspapermen from North Carolina. When there was no orchestra, she and Mr. and Mrs. Monahan went to a "jazz organ." On the *Do-Ho* she slept all morning, spent afternoons writing letters, playing rummy, feeding Camille, the alligator given her by Southampton. She was sad when Camille got lost in the bidge.

It was Christmas Eve when the *Do-Ho* arrived in Miami. All day long, on the run from Vero Beach, the weather had been hot. Mary was excited. No longer could she sleep or write letters. Instead she sunbathed on the deck. At noon she saw Jupiter Lighthouse near Palm Beach. In mid-afternoon she saw the water tower at Hollywood. Finally, she saw the blue waters of Biscayne Bay and, just before sunset, she sat on the deckhouse, *staring to paper*, and watched showboats and yachts on the busy Miami waterfront. It was good to be home again.



Mary's mother and father, standing to left of captain, happily meet *Do-Ho* as it docks at Miami. Girl nearest camera is Mary's best friend, Eleanor Withington.



Howard Johnson, to celebrate *Do-Ho's* arrival, takes Mary to one of his Miami restaurants, stands by while she looks one of his 28 varieties of ice cream cones.



DIAMOND INDUSTRY

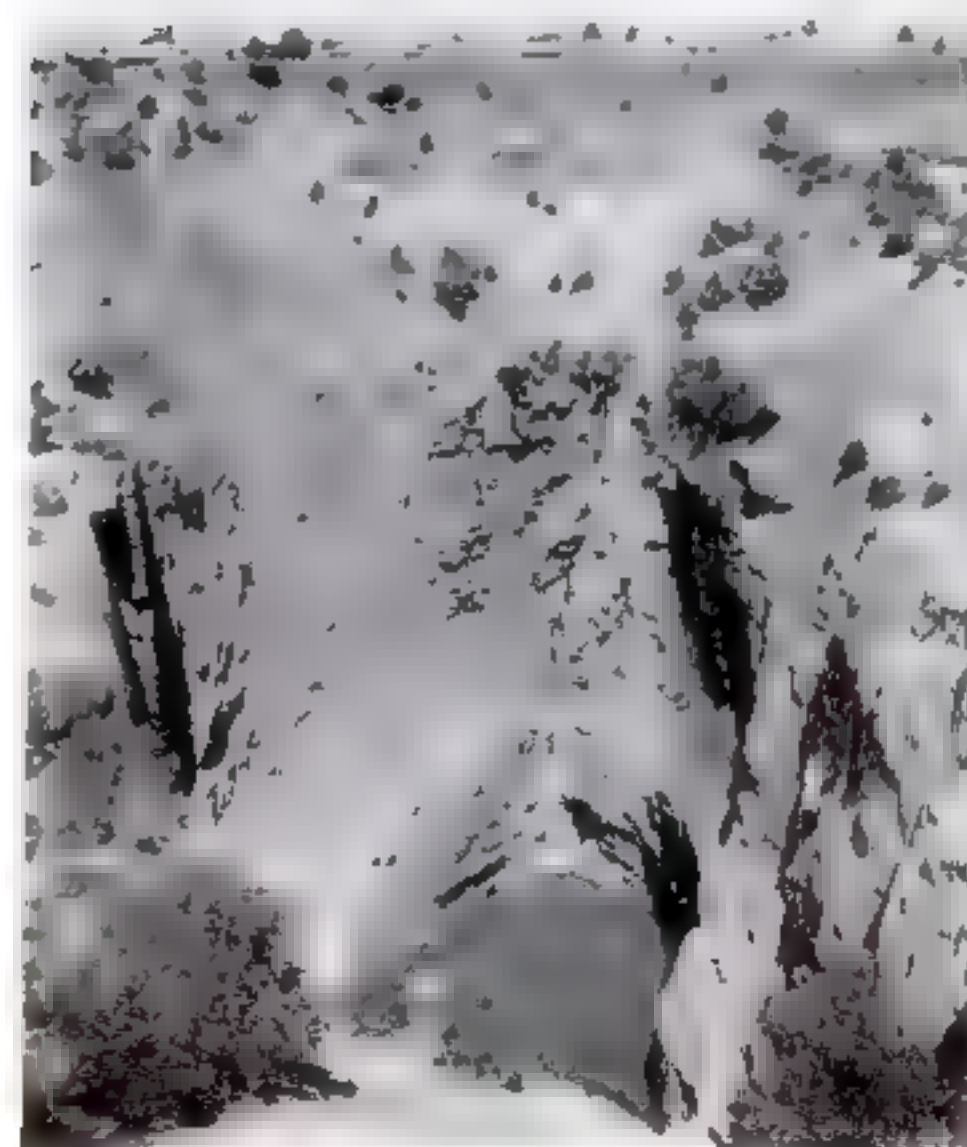
**With Europe at war, the U.S. now
is world's chief diamond buyer**

One of the minor miracles of civilization is that an inch-and-five-sixteenths piece of carbon crystal weighing less than an ounce, like the stone on the left, should be worth a million dollars of anybody's money. But for centuries the diamond has been king of jewels, its value set by its scarcity and cold sparkling beauty.

Diamonds today are a big business where profit comes from beautiful stones for personal adornment but where volume is maintained by sales to industry. Because of their hardness, diamonds are invaluable for cutting stone and glass, truing up grinding wheels and machining plastics.

With the Golconda workings of India played out, most of the world's diamonds today come from Africa. Many excellent stones are found in Brazil, but 95% of the rough diamonds sold in a year are marketed by the fabulous Diamond Trading Company, an associate of De Beers Consolidated, which keeps a velvet grip on diamond prices the world over. Unless you are an established broker or cutter, you have no chance of buying diamonds from this English syndicate.

With the coming of war, England has placed strict control on the sale of diamonds, which are invaluable in manufacturing precision tools for the aircraft industry. Thus the U. S., which buys on an average \$35,000,000 worth of diamonds a year, is more than ever the focal point of the industry. In shops like that of Baumgold Bros., shown on the following pages, experts turn the pretty pebbles (*right, above*) into the gorgeous many-faceted gems (*right, below*).

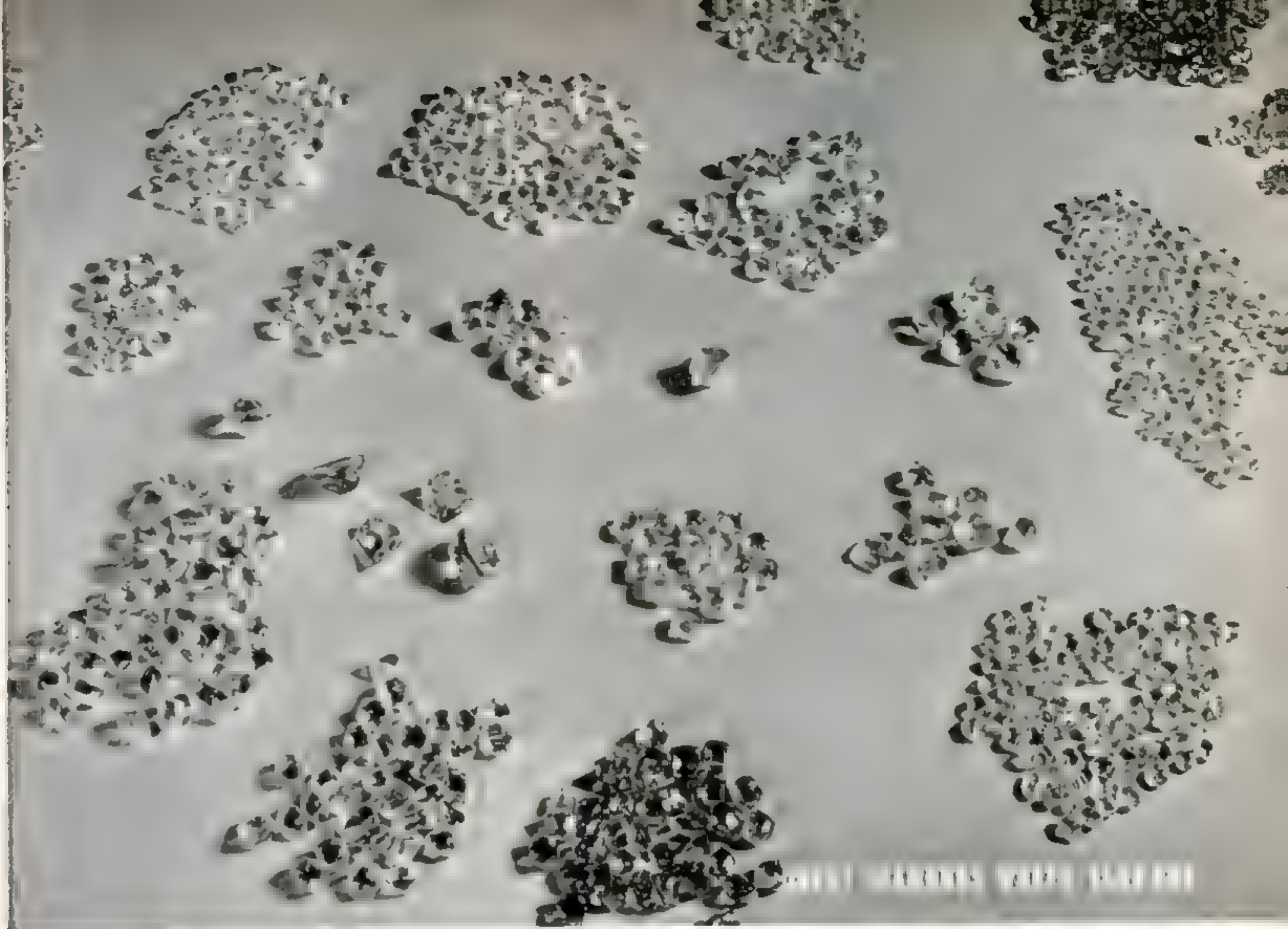


A diamond "pipe" looks like this when worked out. "Pipes" like the famed Kimberley Mine's shown here start as surface mines, but most South African mining today is done in shafts where Kaffir peons mine hard blue clay containing diamonds.

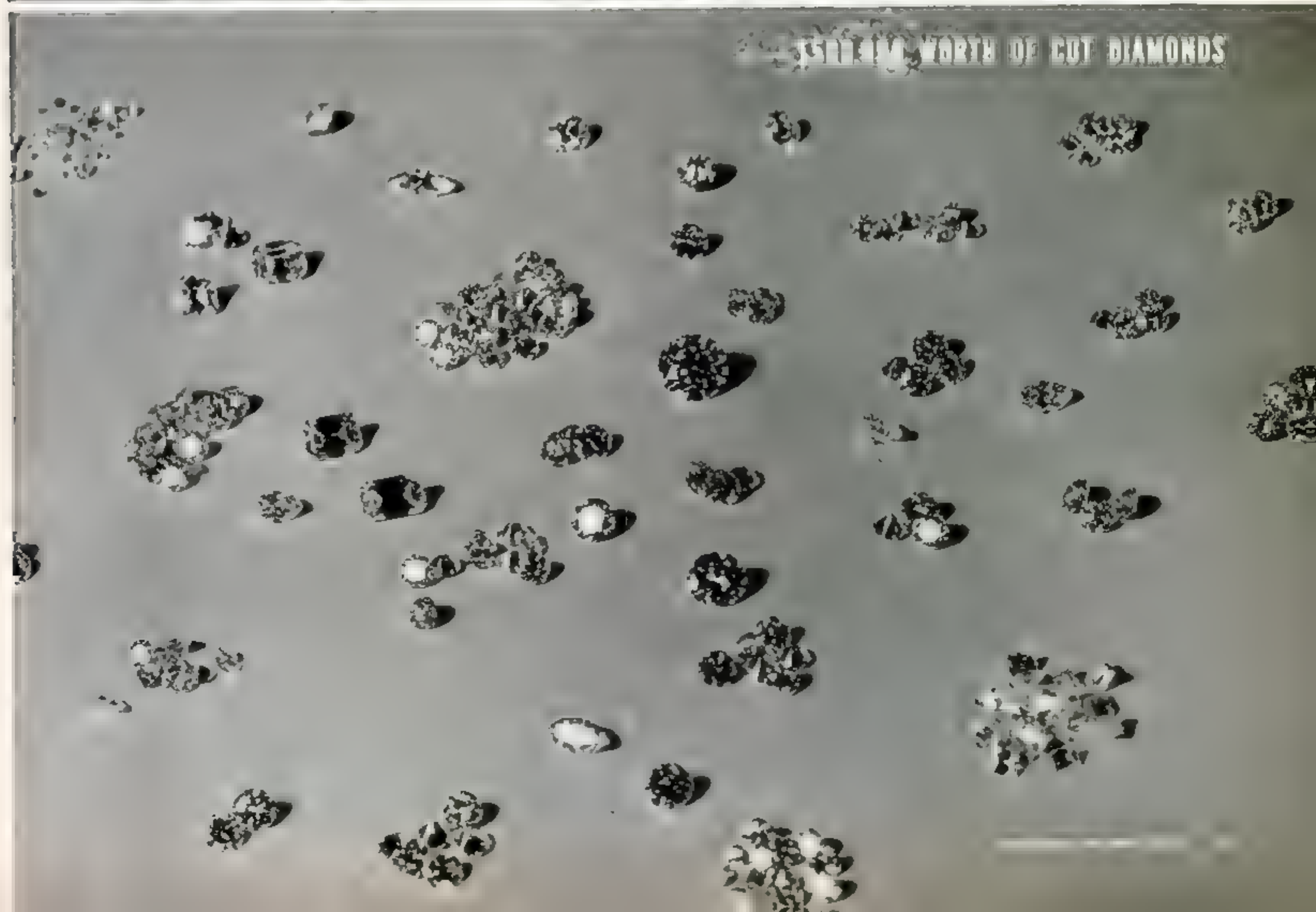


One million dollars will buy this 125-carat piece of the Jonker Diamond, and Harry Winston who owns it will throw in the \$7,500 diamond chain. Found by a South African farmer in 1934, the Jonker Diamond weighed 726 carats un-

cut and was sold to De Beers Consolidated for \$350,000. The jewel shown here full size is the largest portion of the Jonker and the only one still unsold. Mrs. T. Wallace Orr of Bermuda has lately been wearing it around New York City



THESE ARE THE BIGGEST



THESE ARE THE SMALLER

3 simple steps to BETTER COFFEE



Here's the way to make the finest coffee you've ever tasted. No bother, no waiting and fussing with coffee-makers and coffee grounds.

The pictures show all there is to making perfect coffee the mistake-proof G. Washington way. G. Washington's is real coffee...full-bodied, fresh-tasting, stimulating. It has been brewed for you scientifically and the coffee grounds removed. It's never bitter, never stale.

Try this amazing coffee today. Your grocer or delicatessen has it in the wonderful little packets called ACES. G. Washington's is all coffee, pure coffee, nothing but coffee. Nothing added to dilute its refreshing stimulation.

G. Washington's

INSTANT COFFEE

Morris Plains, N. J., U. S. A.

THE COFFEE PART OF THE COFFEE BEAN



Give your beer a hearty new zest! Add Guinness to it.

Guinness has a brisk, clean flavour that makes beer taste rich and racy. Gives it more body, deeper colour. Thousands enjoy "Half and Half"—i. e., Guinness added to their favourite brew. You will, too—try it!

Even more delicious—have your Guinness straight. Get Guinness today!

GUINNESS STOUT is the largest selling brew in the world. Made in Dublin, Ireland, since 1759. It matures over a year in oak vats and in the bottle until consumed. Like draught beer, Guinness is not pasteurized. Nor is it filtered. It thus contains active yeast... all its natural goodness.

GUINNESS
IS GOOD FOR YOU

W. A. Taylor & Co., N. Y. Sole Dist. U. S. A.
FREE: Story of Guinness, 66 pages, 44 pictures.
Write American Representative, A. Guinness, Son & Co., Ltd., Dept. K-226A, 501 Fifth Avenue, New York.
Cope., 1940, A. E. Hobbs GU-226A

**BONDED
CARBONATION
MAKES IT A
MATCHLESS MIXER**



CLICQUOT CLUB SODA

IN FULL, 32-OUNCE QUARTS
AND SMALLER SIZES

Diamonds (continued)



Cutting a diamond can be done only by other diamonds. The diamond, marked by an expert for sawing, is firmly held in the machine. The revolving saw is a plain disc of metal which is charged with a mixture of olive oil and fine diamond dust.



Facets are polished by hand on a horizontal wheel. There may be as many as 58 facets on a stone and grinding them is a three weeks' job for a master craftsman. In cutting and polishing gem stones, about 55% is worn away though dust is salvaged.



Cemented in "dops," the rough-faceted sections are next ready for the complicated finishing process. Careful positioning of the facets is responsible for the diamond's brilliance as outside light is reflected and refracted from within the stone.



Diamond tools run all the way from nail files to rock-core drills (upper left). Also included in photograph are diamond abrasive wheels, lathe tools, glass drills and cutters, etching tools. Diamond wheels are made with hoart, low-grade diamond.

"How does COOLNESS rate
with you in pipe tobacco?"
we asked in a drafting room...



IN RECENT LABORATORY "SMOKING BOWL"
TESTS, PRINCE ALBERT BURNED

**86 DEGREES
COOLER**

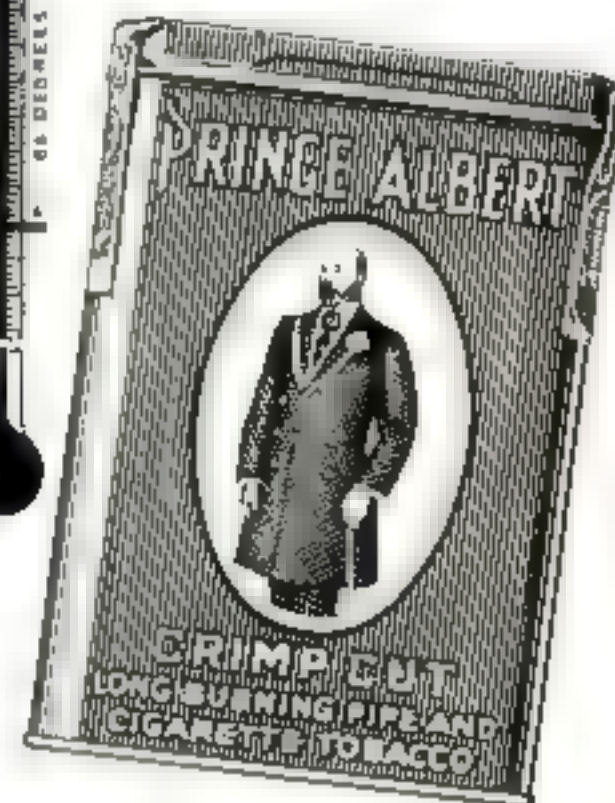
than the average of the 30 other
of the largest-selling brands
tested...coolest of all!

UP goes the pleasure of pipe-smoking
when burning temperature goes
down! There's no excess heat to bite the
tongue and flatten out flavor and aroma.
COOL-SMOKING Prince Albert opens
the door to **TRUE MILDNESS** and
MELLOWNESS with **PLEASING**
TASTE—the topmost joys of choice,
fully aged tobaccos. "No-bite" treated
for *extra* smoothness. "Crump cut" to
pour, pack and draw *easier*. In a pipe
(and a "makin's" smoke, too) you'll
simply be delighted with P. A.!



50

pipetfuls of fragrant
tobacco in every
handy pocket tin of
Prince Albert



Copyright, 1935, R. J. Reynolds Tobacco Company Winston-Salem, N. C.

Prince Albert THE
NATIONAL
JOY SMOKE

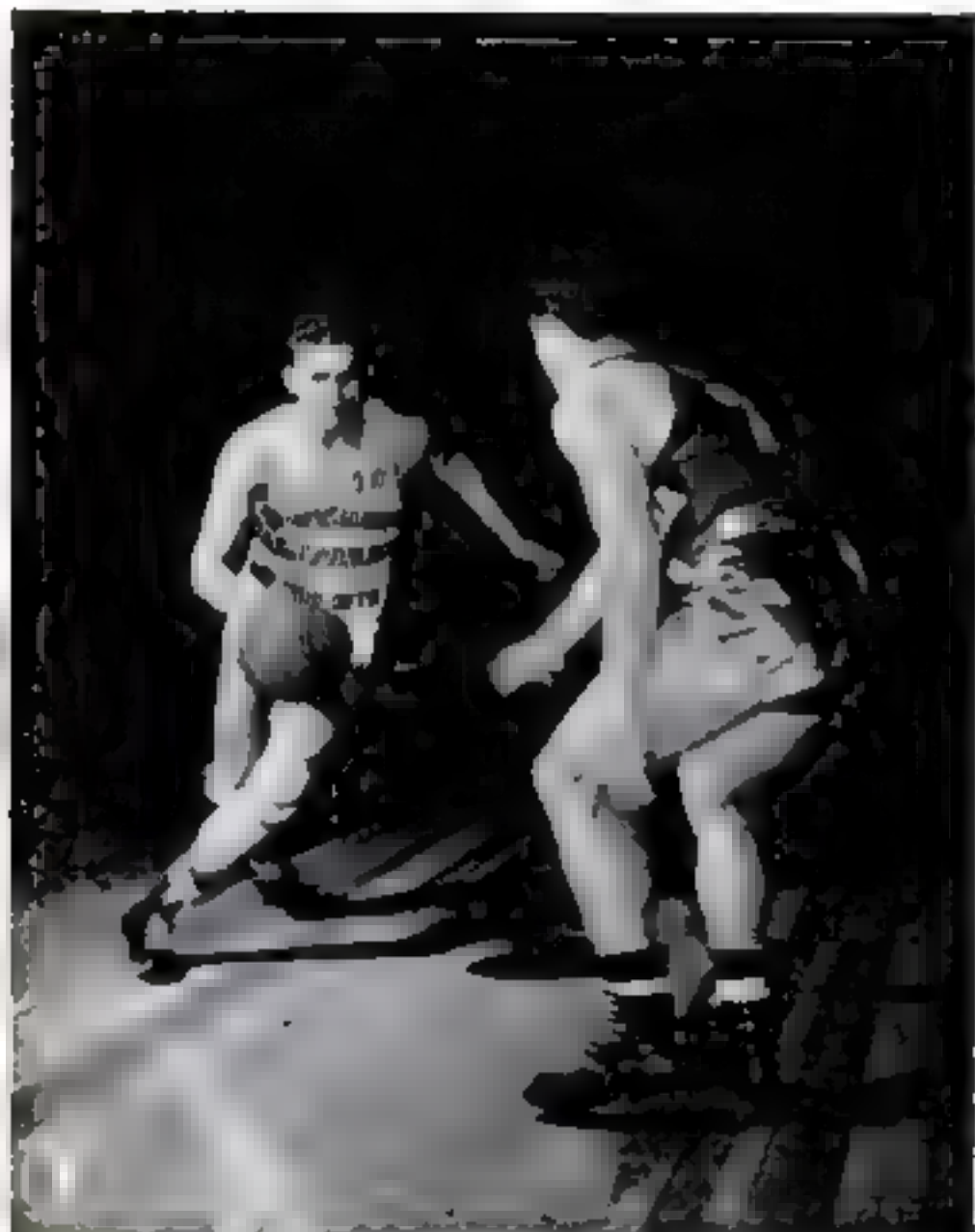


Lucky Number 13, Vaughn confuses an L. I. U. shooter by waving his arms, shouting frantically. What he was, a high-school kid at Frankfort, Ind., he first learned to do this

Sometimes Coach Case held a flag practice. If he kept it with L. I. U., Vaughn would be over the floor. It was he who solved L. I. U.'s shut-out zone defense, got in close

enough to the basket to hear a coach and a voice shout. On trip, Vaughn saw most of the time, just a poked finger. He likes to play in the fast break and a lot of people like to

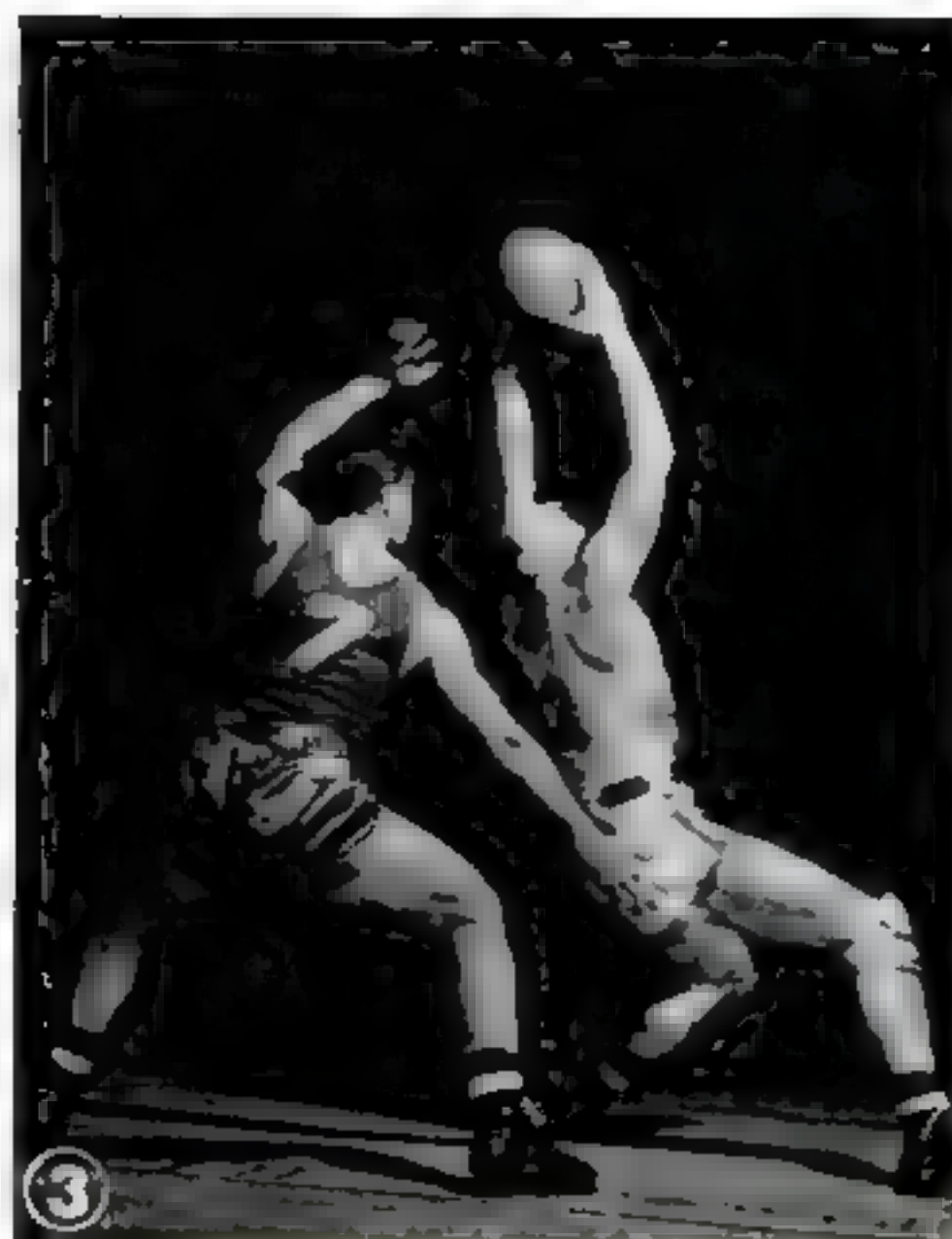




Vaughn's favorite play starts with his dribbling ball toward guard. He is careful not to look in the direction he is going



Vaughn cuts sharply to his own left, races for the basket. Guard then turns and follows him all the way under the basket



Vaughn takes two-handed overhead shot, pivots quickly (below), and shoots basket one-handed. Guard is out of position

RALPH LINCOLN VAUGHN IS BEST 1940 BASKETBALLER



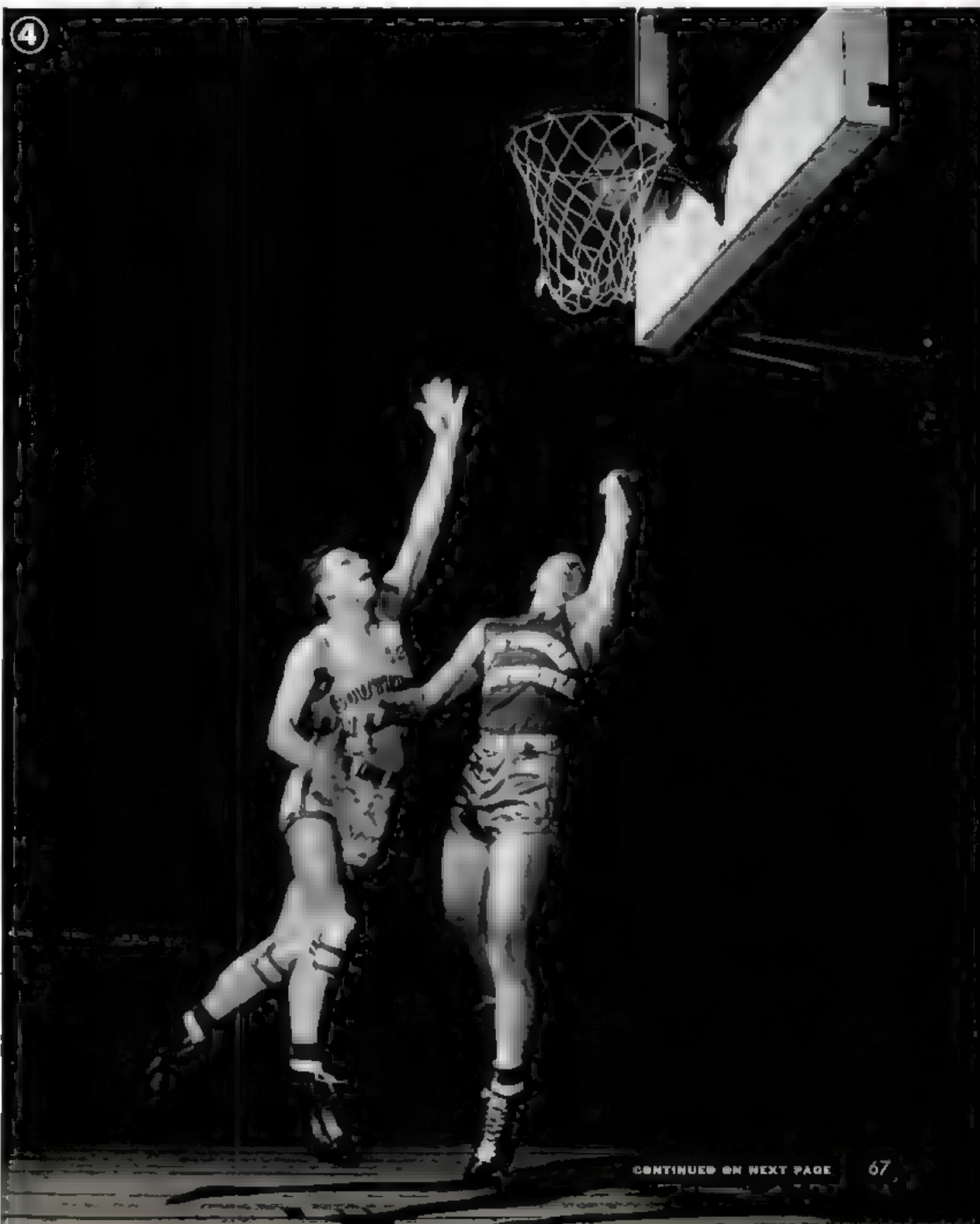
RALPH LINCOLN VAUGHN

On Lincoln's birthday, 1918, a child was born to the Jasper Vaughns of Frankfort, Ind. Impressed with the date, Mrs. Vaughn wanted to call the boy Abe Lincoln but Mr. Vaughn objected. Said he: "My son will lead a clean life, and some-day, like Lincoln, he will be a great man, but his name will be Ralph."

For 21 years Ralph Lincoln Vaughn has led a clean life, never smoking, tasting liquor or even drinking coffee. Finally, on Dec. 20, he became a great man. Before 18,245 fans, largest crowd ever to see a basketball game in New York's Madison Square Garden, Vaughn shot nine breath-taking field goals, led the University of Southern California to a 57-49 victory over Long Island University, first time in 43 games that L.I.U. had been beaten. Watching him shoot and guard, New York experts called him the greatest player of the year (see cover).

Like most great players, Vaughn learned basketball as a kid. Later he played under Coach Everett Case on the 1936 Frankfort High School team, Indiana State Champions. It was Case who taught Vaughn to make the fast-cutting reverse play shown in numbered sequence on this page. At Southern California he works as clerk for the Athletic Association, belongs to Kappa Sigma fraternity, and for three years has been the brightest star on the basketball team. Last season, he was so good he broke Hank Luisetti's record by making 36 points against U.C.L.A., was named to 1939 All-Conference team.

In Hollywood, a town which loves basketball more than almost any other sport, Vaughn is tremendously popular. Unlike Abe Lincoln, he is frankly fond of girls and likes to have dates with movie stars, especially Olympe Bradna. Once he acted in a movie called *Campus Cinderella*, got \$25 a day. In the last year, one rich fan has given him two automobiles. Next fall, after graduation, he expects to play pro basketball.





Every pair made with loving care . . . to bring you glamour, beauty, extra wear . . . Preferred by millions of women . . . Sold by over 6,000 stores, coast to coast. Popular prices.

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"HEADACHE? not now!"



"I've Joined the Snap Back Club!"

STANBACK gives you speedy relief from headache and nerve strain due to headache. You will also like the quick relief STANBACK gives from neuralgia and muscular aches. STANBACK won't leave you jittery!

For trial package, send 10c coin or stamps to Dept. 1, Stanback Co., Ltd., Salisbury, N. C., U. S. A.

Snap Back with STANBACK!

at drug stores 10¢ & 25¢



MILLIONS USED YEARLY!

Follow package directions. For frequent headaches, see a doctor.

Basketball (continued)



Western teams, traveling East, find bigger auditoriums, more spectators than they are used to on Coast. Most of them don't stop in small towns, go right to New York, Chicago and Philadelphia, where gates are big. Oregon was only team to go South.

BASKETBALL TEAMS CROSS CONTINENT TO PLAY BIG INTERSECTIONAL GAMES

The maps on these pages look confusing. But they are no more confused than 20,000,000 U. S. basketball fans were during Christmas vacation when they tried to figure out where their favorite college teams were playing. Never had so many of the nation's teams been barnstorming. Never had so many of them traveled clear across the continent to play big intersectional games. Maps show the wanderings of the best known travelers.

Five years ago such traveling would have been impossible. Basketball rules were interpreted differently in every part of the country. The plays, officiating, even the size of courts, varied locally. But today this has changed. Rules have been thoroughly standardized. Only courts still vary. Furthermore, sport fans are more interested in basketball. Big crowds turn out everywhere. There is money to be made by bringing a West Coast team to the big Eastern cities, by sending an Eastern team West.

Farthest-traveled team of all during Christmas holidays was Oregon University (see map above). Starting from Eugene, they beat Gaylords in New Orleans, lost to Long Island University in New York, defeated Temple in Philadelphia, then played in Baltimore, Detroit, Chicago and Macomb, Ill., before going home. Most successful traveler was Southern California, which beat DePaul, Purdue, Notre Dame, L.I.U. and Temple in succession.

Place where every college team likes most to play is New York's Madison Square Garden. Yet a few years ago the Garden would not even schedule basketball. Hockey was the most popular winter sport. It seemed rougher, tougher and faster than basketball. But hockey got monotonous and fans were irked by the round-about play-off system. Result: when Ned Irish brought great basketball teams from all over the country into the Garden, the fans loved it. Today, visiting teams regularly play to nearly 18,000 spectators, collect a good share of the average \$18,000 gate.



Eastern teams, traveling West, seldom go farther than Chicago. Farther West, auditoriums and gate receipts are small. Michigan State was the only team to go to West Coast. Ohio State went to New Orleans, lost to Kentucky in Sugar Bowl.



Mother of Four envied for her delicious "Bowl Salads," says . . .

I CAN'T IMAGINE WHY ANYONE BOTHERS TO MAKE FRENCH DRESSING AT HOME! I ALWAYS USE THIS REAL FRENCH DRESSING MADE WITH "FRESH-PRESS" SALAD OIL. IT TASTES FRESHER THAN HOME-MADE!



WAKE UP YOUR LIVER BILE — WITHOUT CALOMEL

—And You'll Jump Out of Bed in the Morning Rarin' to Go



The liver should pour out two pounds of liquid bile onto the food you swallow every day. If this bile is not flowing freely, your food doesn't digest. You get constipated. You feel sour, sunk, and the world looks punk. It takes those good, old Carter's Little Liver Pills to get these two pounds of bile flowing freely and make you feel "up and up." Gentle, yet amazing in making bile flow freely. Ask for Carter's Little Liver Pills by name, 10¢ and 25¢. Stubbornly refuse anything else.

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A MARK OF IDENTITY

For your convenience . . . this mark of identity in a store quickly calls attention to LIFE-advertised products.

IF WINTER WINDS ROUGHEN YOUR SKIN Smooth it, soften it, and quickly relieve stinging soreness with oily, effectively medicated **RESINOL**

What is Beer?



EMPLOYMENT MANAGER: "Beer is one of the best employment-makers we have. Since re-legalization, beer has made over a million jobs. And those jobs are distributed in communities all over the country."



DIETICIAN: "Beer is food and drink combined. Non-fattening dietetically, it can be easily included in reducing diets. Its appetizing flavor certainly improves the taste of a fine meal... makes good food taste better!"



DOCTOR: "Beer is an appetite builder, often prescribed for convalescents. It's mild and wholesome... a beverage of moderate people. You're not likely to get yourself in trouble if you stick to beer."



POET: "Ah, beer! The brew of kings... nectar of all mankind. Compounded from warm sunshine falling on fields of golden grain. It is the beverage of friendship, good company and good inspiration."



TAX COLLECTOR: "Beer is a mighty important taxpayer. Public revenues from beer exceed 400 million dollars a year... more than a million dollars every day. And remember, beer taxes make other taxes lower."



BUSINESS MAN: "The return of beer has brought increased business volume to more than 100 industries supplying materials and service, making more jobs for workers. Beer benefits business everywhere."



POLICE CHIEF: "Beer is on the side of law and order... the brewers are actively cooperating with enforcement officials to stamp out any conditions not in the public interest that may exist where beer is sold."



AVERAGE CITIZEN: "Say listen, you fellows. You think you know what beer is. I'll tell you what beer really is. To me, and to millions like me, beer is just one thing... a grand drink!"



FARMER: "Beer is a real boon to the farmer. Since 1933, the brewing industry has used annually the crops of 3 million farm acres. A good customer and a new market... a life saver for many farmers in recent lean years."



HOUSEWIFE: "I'll tell you what beer is... an ideal beverage for home use and entertainment. And here's a tip... It's smart and economical to serve beer at parties... keeps them on the moderation side, too."



BREWER: "It took centuries of experience to make our beer as good as it is. Now we want to keep beer retailing as wholesome as beer itself. We have a mighty interesting program, and we'd like to tell you about it."

May we send you the facts?

You should inform yourself as to the program of the brewing industry, in cooperation with law enforcement authorities, to "clean up or close-up" the small minority of law-violating places which abuse the license to sell beer. The brewers want to protect your right to buy beer in decent, respectable surroundings. Send for free booklet that tells the story.

Address: United Brewers Industrial Foundation, Dept. A10, 21 East 40th Street, New York, N. Y.



BEER... A BEVERAGE OF MODERATION FOR THE NATION

EX-LAX MOVIES

The Awakening of "Mr. A."



MR. A.: Whew! I hate the very thought of having to take a cathartic.

MR. B.: Well, it's just the Ex-Lax. It's mellow and the best one.



MR. A.: Ex-Lax? That's what we give the youngsters. What I need is dynamite!

MR. B.: Don't kid yourself! Ex-Lax is plenty effective if that's what you worry about.



MR. A.: I'll be sure to give you the Ex-Lax when you need it.

MR. B.: Can't it be? We've been using Ex-Lax in our family for more than thirty years!

The action of Ex-Lax is thorough, yet gentle! No shock. No strain. No weakening after-effects. Just an easy, comfortable movement that brings blessed relief. Try Ex-Lax the next time you need a laxative. It's good for every member of the family.

10¢ and 25¢



FORTUNE writes of Business as no other magazine can—in the lively realities of plans, policies, problems and people.



A NEW KIND OF Giant ZINNIA

"David Burpee"

Greatest advance in Giant Zinnias in 25 years. New informal, gracefully curled and twisted petals. Tremendous flowers over 5 in. across and very deep, lasting over a week in water. Long 12-in. stems.

Many new colors, all exquisitely beautiful and harmonious. Rich pastels like apricot, champagne, buff, terra-cotta, rose, peach, etc. Pkt. (40 seeds) 25¢; 200 Seeds \$1, postpd.

Burpee's Seed Catalog FREE

Finest Flowers, Vegetables, choice new varieties and old favorites—over 300 in color! 160 pages, all about the best seeds that grow. Write today.

W. Atlee Burpee Co., 865 Burpee Building, Philadelphia



PEOPLE

The cameras of the world press
now put these people in the news



Britain's Army Council, military and civilian directors of the war by land, lost its president, Jan. 5, when Leslie Hore-Belisha, Secretary of State for War, suddenly resigned from the Chamberlain Cabinet. In this historic photograph, taken Dec. 4 in the high paneled conference room of the War Office, you see the unit that guided Britain's armies for the first four months of the war. At the head of the table sits Mr. Hore-Belisha, whose reforms stepped up Britain's military machine but brought him into conflict with conservative Army men. To the left of him is Sir Edmund Ironside, Chief of the Imperial General Staff, recently reported in disagreement with his civilian leader. Next to Ironside is Sir R. Gordon-

Finlayson, Adjutant General, "housekeeper of the Army" in charge of recruiting, medical services and hygiene. Nearest camera at left is Sir Walter Venning, Quartermaster General, whose duty is to keep the Army supplied with matériel. Facing them (left to right) are Viscount Cobham, Parliamentary Under-Secretary for War; Sir James Grigg, Permanent Under-Secretary of State for War, actual manager of the War Office's business; and Sir Victor Warrender, Financial Secretary for the War Office. Successor to the head chair in this conference room is Oliver Stanley, former President of the Board of Trade, lanky, owl-like, aristocratic, conservative, the utter antithesis of Leslie Hore-Belisha.



Marie Dionne lost her first baby incisor while brushing her teeth a few weeks ago. Cecile had lost one a few days earlier. Emilie popped another a few days later. All were promptly mounted and sent for study and preservation to the University of Toronto. The Dean of the U. of T. medical faculty is the Dionne Quints' dentist.



Prince Edward George William Patrick, 4, son of the Duke and Duchess of Kent, only boy in the British Royal family, received a barrage balloon, an army lorry and a siege gun for Christmas. Military playthings dominated the London toy market. Balloons like Edward's cost 5s. 6d. singly, 10s. 11d. in combination with a lorry.

CONTINUED ON NEXT PAGE

Colonel C.W. (CHUCK) KERWOOD

PRESIDENT INTERNATIONAL LEAGUE OF AVIATORS, U.S.A.

**finds a more
all-round relief
for HEADACHE**

"It's BROMO-SELTZER," says Col. Kerwood. "Let me tell you how it helped me..."

"I was just completing a grueling official inspection trip of some 9500 air miles in a little over 94 hours. As we started off for the last point of inspection—I had a fiendish headache.

"I FELT NERVOUS—slowed down—upset. Easing the pain wouldn't be enough. My nerves and stomach needed help, too.

"On the plane, the hostess mixed me a Bromo-Seltzer (I always take it for headache). Gratefully, I took a dose.



**"soon I began
to feel
better!"**

"In short order, that Bromo-Seltzer helped my headache. It steadied my nerves and settled my stomach, too. When we reached the airport, I wound up the investigation on schedule."

Col. Kerwood, internationally famous aviator, is now engaged in promoting aircraft safety in the U. S. A.

**Why BROMO-SELTZER
does more for you
than a simple
pain reliever can...**



If your headaches are frequent—or if they persist—see your doctor. But for ordinary headaches, as most people's are, you'll get more all-round relief from Bromo-Seltzer. Here's why...

Such headaches may be **NERVOUS** (from worry, overwork, etc.) or **DIGESTIVE** (from a bit too much to eat or drink, etc.). You need more than pain relief. Bromo-Seltzer helps you in all these ways:

- 1 RELIEVES PAIN—**
eases the "ache" pleasantly and fast.
- 2 STEADIES NERVES—**
relieves the strain, leaves you more alert.
- 3 SETTLES STOMACH—**
relieves upset feeling, helps set you right.

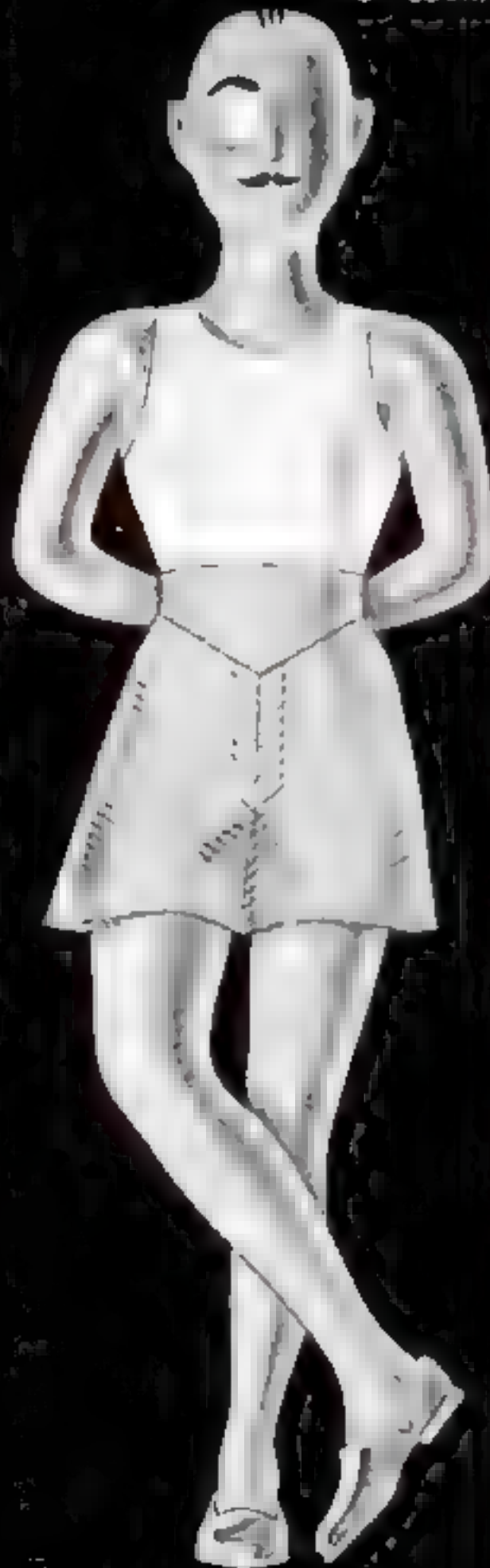
Millions have taken Bromo-Seltzer for over 50 years! Follow directions on label. At drugstores, soda fountains. Keep it at home.

**Liked more because it
does more for headache**

BROMO-SELTZER

Short Story
of the Year!

Bias-Cut
MINO
"Breez"
by
MUNSING
Wear



● Here's the new short cut to comfort! Munsingwear's new Mino "Breez" can't bind, creep or pull because they're bias-cut. NO seat seams! NO buttons! NO snaps! Free leg-action! Slip-proof elastic waist band. In quality madras or broadcloth. At better stores!

MUNSINGWEAR

Fit That Lasts!

MUNSINGWEAR, INC.

MINNEAPOLIS • NEW YORK • CHICAGO



Herbert Hoover and Gertrude Lawrence combined talents, Jan. 4, at an art auction in Finland's behalf. As auctioneer, Actress Lawrence knocked down watercolors of Finnish scenes, contributed by the U. S. artist Ben Silbert, for \$8,115. Mr. Hoover's relief fund has already raised more than \$100,000, forwarded to Finland \$400,000.



Air acts of the pantomime *Cinderella* wowed London audiences Christmas week. Beloved by the British are the pantomimes—*Beauty & The Beast*, *Aladdin*, *Puss in Boots*, etc.—which traditionally are staged each year between Christmas and Jan. 1. Girls strung from wires have been popular in England since premiere of *Peter Pan*.



Senator Hattie Caraway of Arkansas heard President Roosevelt open third session of the 76th Congress, Jan. 3, from her bed in a Washington hospital. On Dec. 9 she underwent an emergency operation for a perforated ulcer. Widow and successor of Arkansas's Senator Thaddeus Caraway, she is the only woman in the U. S. Senate.



Underwood Deviled Ham on tiny crackers and you're ready for the cocktail crowd! For extra-good sandwiches, spread it thick on buttered bread. Or just surround a table jar with crackers, and let the gang spread their own.

FREE! FIVE FOODS. Get the new booklet, brings you many tasty recipes. If your grocer does not carry Underwood Deviled Ham, write us and we will see that you are supplied. Write Underwood Co., 40 Walnut Street, Watertown, Massachusetts.

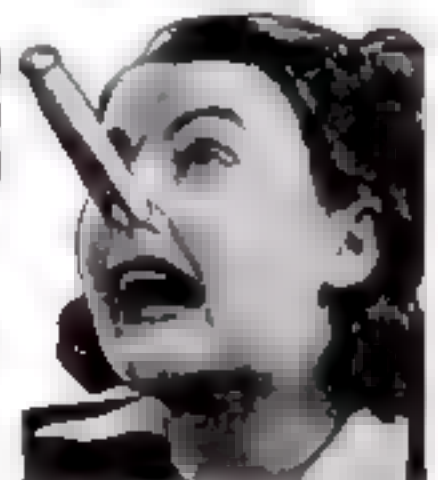
Also made IN CANADA, sold at the same price.

UNDERWOOD

IN TABLE JARS
OR IN TINS

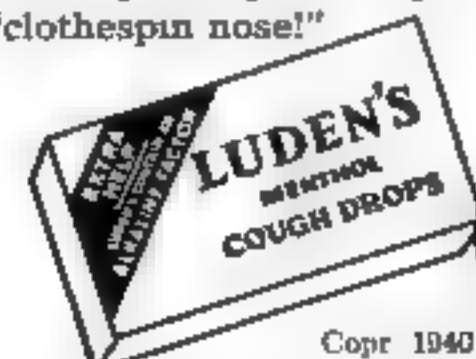


**CLOTHESPIN
NOSE**



Sensational
extra help for
colds—with
Luden's!

These famous cough drops not only help soothe throat, but release a menthol vapor—which, with every breath, helps penetrate clogged nasal passages, helps relieve "clothespin nose!"



5¢

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My pans are better 'n' mother's
hers are old 'n' wobbly . . .

Um-m-mh, sounds like a
frame-up!..guess mother
better have some new
Aluminum



Your thousand meals a year
deserve up-to-date
Aluminum Cooking Utensils

FOR FLAVOR

M-M-

FOR HEALTH

FOR ECONOMY

Inefficient cooking utensils are false economy.

Up-to-date Wear-Ever Aluminum utensils save food values, also cut fuel costs.

Nature made Aluminum friendly to food. Aluminum not only makes foods more appetizing, but helps preserve healthful minerals and vitamins. Aluminum spreads heat rapidly to all parts of the utensil, requiring less fuel.

Seven out of eight women use Aluminum in their homes. The thrifty ones look for the famous Wear-Ever trademark.

If you do not know where to buy Wear-Ever, write The Aluminum Cooking Utensil Company, 1501 Wear-Ever Building, New Kensington, Pennsylvania.

LOOK FOR THE WEAR-EVER TRADEMARK WHEN YOU BUY

Aluminum at its Best:



“Wear-Ever”



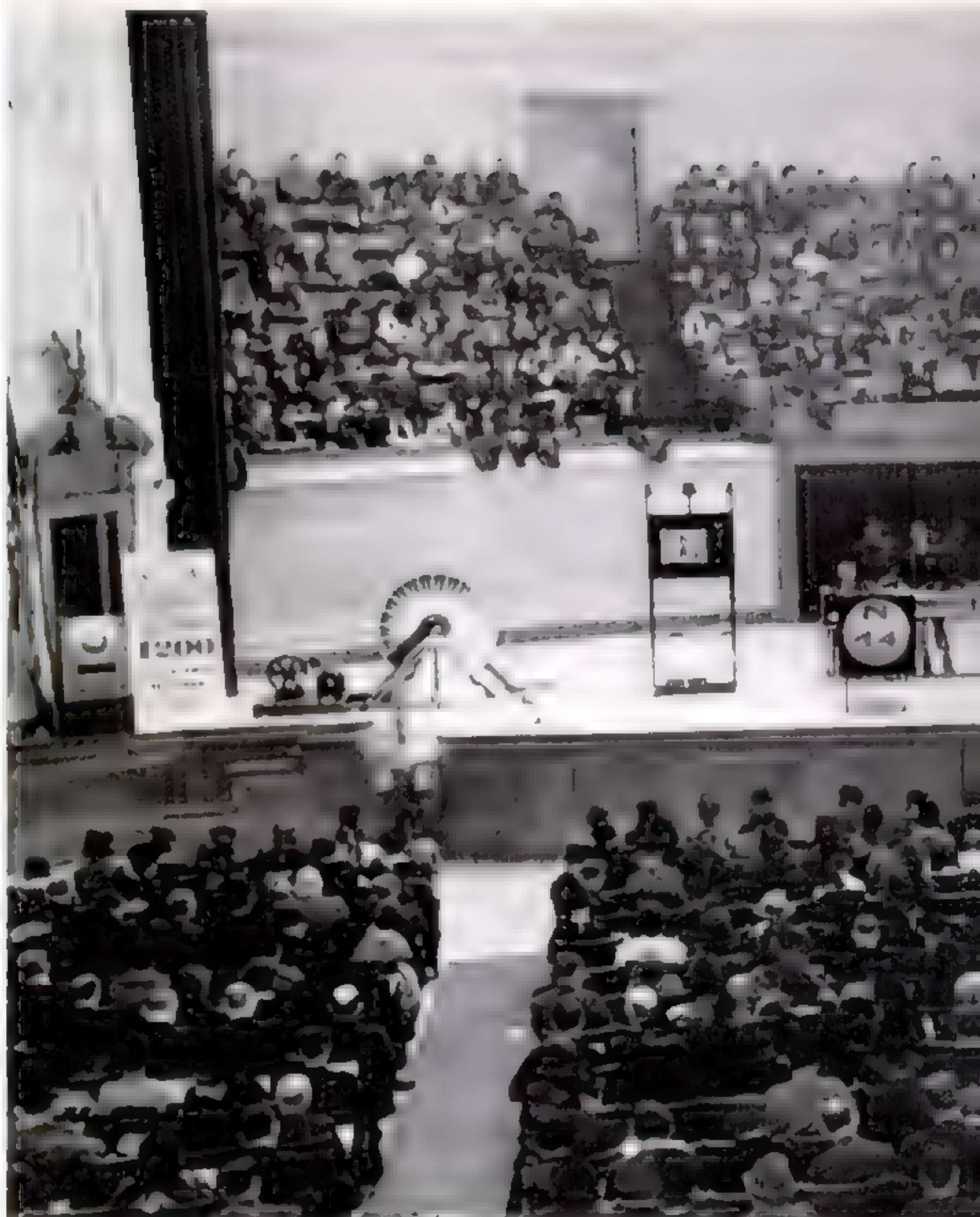
Lowell's Mile of Mills marches down Merrimack River. "The Spindle City" was once No. 1 cotton-mill manufacturing center of America. Of its employed population 60-70% work in mills.



In City Hall Park stands a *Victory* statue given Lowell by James A. Aver of Aver's Sons, partner. Behind it is clock tower memorial to Lowell's Civil War boys. Background: City Hall.



Mill hands' houses hold three and four-room apartments, renting for \$2-\$2.50 a week. Below city and nation memorial to war veterans, where weekly Bingo games are held.



Lowell's weekly Bingo party jacks 3,500 players in the Merrimack Amphitheater. In the center of the stage stands Announcer John Carney Jr. To the right of him, Samuel Lund stands

at a machine with which 75 numbered Ping-pong balls are put. As each ball is out, Carney calls out the number which is then flashed from the photo-angi-



Local mill hand places marker on card, covering number called. Women outnumber the men two to one at Lowell's weekly game.



Oldest player is Mrs. Catherine Pelletier, here celebrating her 75th birthday. She is widow of a local store owner.

Life goes to a Bingo Game

In Lowell 3,800 fans play weekly

Fifteen years ago when Americans went mah-jongg-mad, they were eight centuries behind the Chinese. Today millions of Americans spend millions of hours each week playing an even older game. Bingo has flourished in every country on earth, in one form or another, since Egypt's empire. Under the name "Bingo," a variation appeared at U. S. carnivals over 60 years ago. The current variety, akin to "Lotto," became popular seven years ago, has been America's No. 1 indoor sport since 1936.

This week LIFE goes to a Bingo game at Lowell, Mass., held not in a club, church or cinema theater (chief strongholds of Bingo) but in Lowell's million-dollar Corinthian-columned Memorial Auditorium (below, far left). Every Thursday night for two years this big weekly game has lured more than 3,000 Bingomaniacs—merchants, mothers, money-hungry mill hands and reliefers—many from neighboring Massachusetts and New Hampshire towns.

Lowell is a natural Bingopolis. Named for Francis Cabot Lowell, it was America's first company town. In the 1820's its mill hands worked 14 hours a day for \$2.25-\$4 a week, slept in highly moral company dormitories, ate in company dining rooms, returned to dust in company graves. Lowell boomed for a century. Today depression and the migration of mills have halved its working population. But working or jobless, its Irish, French and Yankee optimists weekly supply the dimes that swell Thursday-night Bingo stakes to \$2,000 and more.

Each pays 40¢ admission, for this receives a card with 24 playing spaces and a fistful of markers. To increase his chances, he may buy extra cards for 50¢-75¢. One by one, as the announcer calls out numbers, he covers corresponding numbers on his cards. If the numbers are arranged on any one of his cards in such a way that five markers fall in a straight line, up, down or diagonally, he cries "Bingo" and collects a prize. Usually several players tie and divide the pot between them. Lowell prize money ranges from \$25 to \$100.

Since commercialized Bingo is illegal, Lowell's game is "sponsored" by the East End Club, a philanthropic group otherwise dedicated to Christmas and Thanksgiving charities, summer outings and fireworks on July 4.



lier directly in front of him. (Here it reads N 44.) Numbers also appear in turn on the big board at right. Small board (left center) announces serial numbers of the cards in

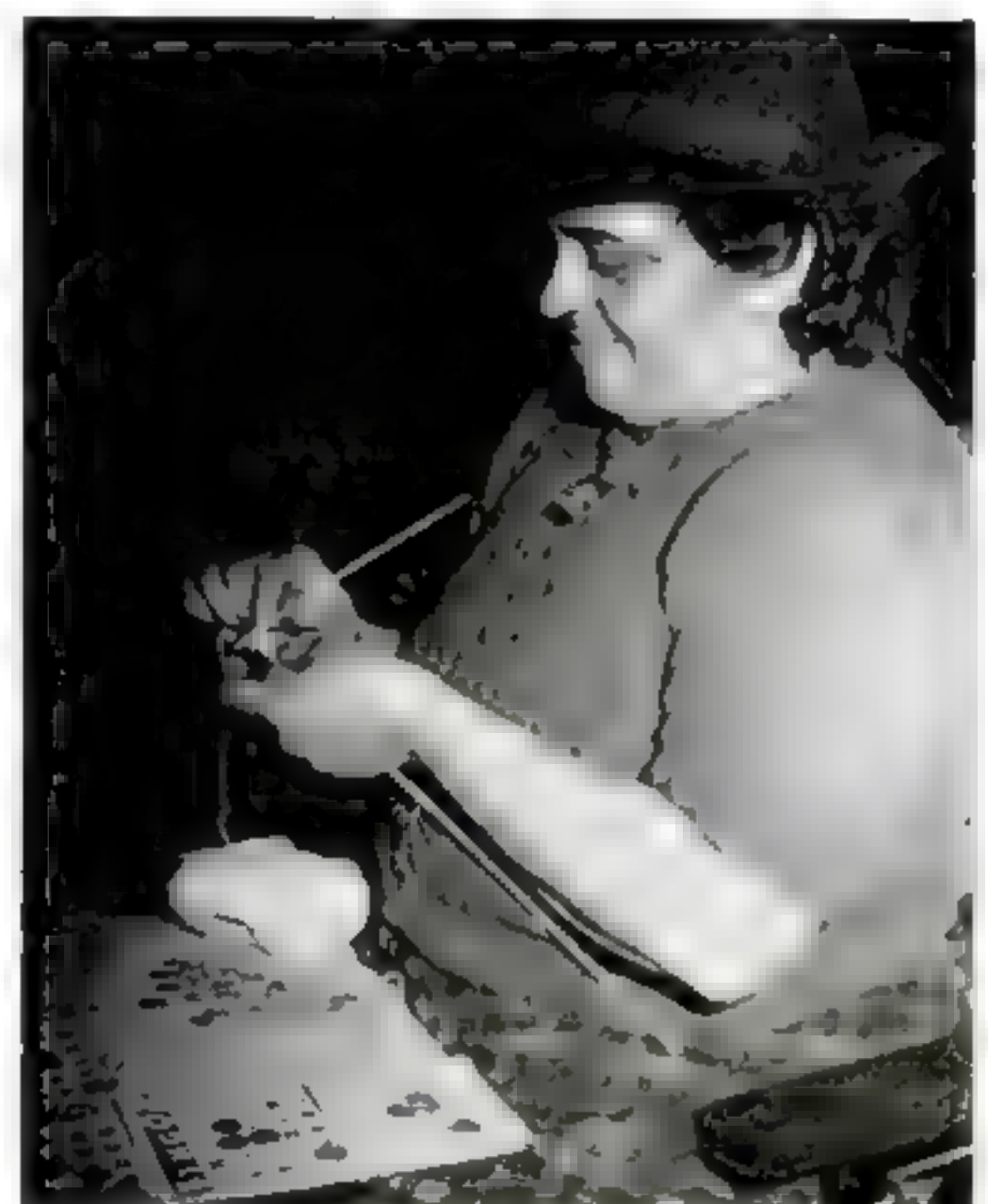
play. The lottery drum is used for weekly drawing of six \$25 membership prizes. At extreme ends of the stage apron are loud-speakers. People sitting above stage are overflow



Retired mailman, Charles A. Carey, served Government 41 years, is now a regular Bingo fan, always sits in front row



Children play Bingo as enthusiastically as adults. Here Marie Rita Holmes shares the play with her brother, George Franklin.



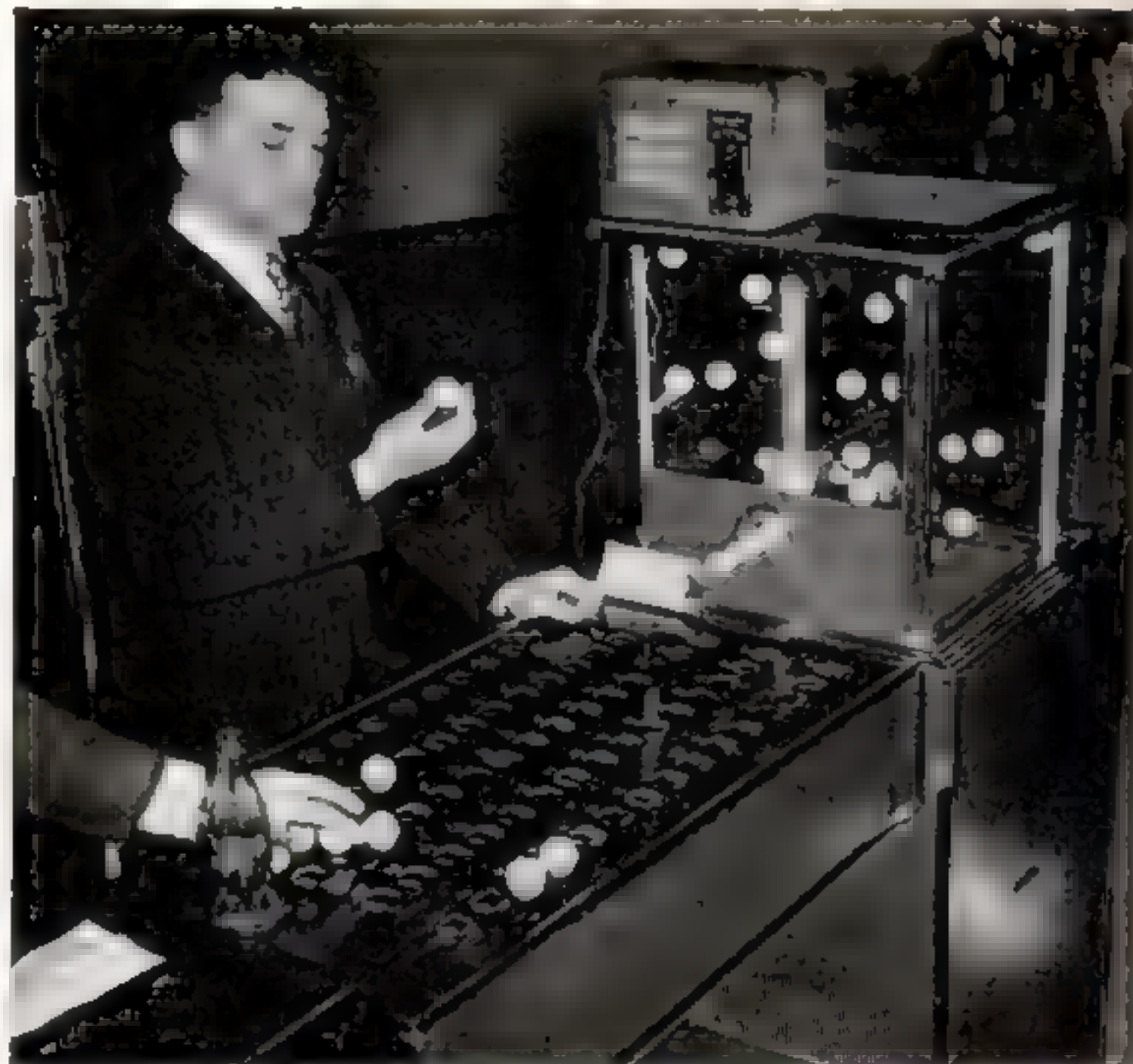
Visitor from Dracut, Mass., knits while she plays. Each week special buses are run to bring Bingomaniacs from other communities.



Mrs. Antonia Brien, part-time mill hand, is a weekly attendant. Above she gathers firewood with her son, Arthur. Below she plays four cards.



Life goes to a Bingo Game (continued)



Announcer John Carney Jr. takes out three Bingo balls from drawer, after scratching by air blasts in machine, pins down numbers which correspond to numbers on bingo cards.



Mrs. Helen Wormald receives winnings of \$500 on third of \$100 which she shared with two other simultaneous winners. She attended with her two daughters, one of whom won a \$100.



O. J. Beauregard, shown putting ice cream into a soda in his variety store in mill section (above), won the biggest take of the evening (\$94).



Of All Leading
Dentifrices...

Pepsodent Alone Now Has American Dental Association Seal of Acceptance!

Representing 43,000 Dentists, the A. D. A. Council on Dental Therapeutics award their coveted "Seal of Acceptance" to All 3 Forms of Pepsodent dentifrices



NO QUESTIONABLE DENTIFRICE
COULD STAND UP UNDER
SUCH STRICT TESTS...

LOOK WHAT WENT ON
BEHIND THE SCENES
BEFORE PEPSODENT
GOT THE PRIZED A.D.A.
SEAL OF ACCEPTANCE!



PEPSODENT SPENT OVER \$1,000,000 TO
DEVELOP PRESENT PEPSODENT FORMULAS
The abrasiveness of every ingredient is
tested to keep Pepsodent among the least
abrasive of dentifrices.



PEPSODENT MADE THOUSANDS OF
CLINICAL TESTS... DENTAL SCHOOLS
COOPERATED. Reports uniformly showed
that Pepsodent dentifrices are remark-
ably effective—and safe



OUTSIDE INDEPENDENT LABORATORIES
DOUBLE-CHECKED PEPSODENT FINDINGS
These tests proved all claims and showed
that they are conservative—and sound.

All 3 Forms of Pepsodent containing Irium get A. D. A. Seal of Acceptance

■ The A. D. A. Council on Dental Therapeutics checked every formula, every test, every claim made in advertising. PEPSODENT PASSED ON ALL COUNTS...and was then awarded the prized Seal of Acceptance by the Council representing 43,000 dentists! That's why we believe that SAFE PEPSODENT is the kind of dentifrice that dentists want you to use... whether you prefer tooth paste, tooth powder, or a liquid dentifrice.

SAFETY FIRST... Demand Pepsodent!

1. Pepsodent Tooth Paste, Tooth Powder, and Liquid Dentifrice are

SAFE—the only Council-accepted dentifrices among the leading sellers.

2. Only Pepsodent has all 3 containing IRIUM—Pepsodent's patented, more effective ingredient.

3. Your dentist knows how effective IRIUM is—it is described in "Accepted Dental Remedies" as PURIFIED ALKYL SULFATE.

4. Pepsodent makes no exaggerated advertising claims.

5. Pepsodent contains NO BLEACH, NO GRIT, NO DRUGS.

6. Pepsodent is unsurpassed in EFFECTIVENESS.



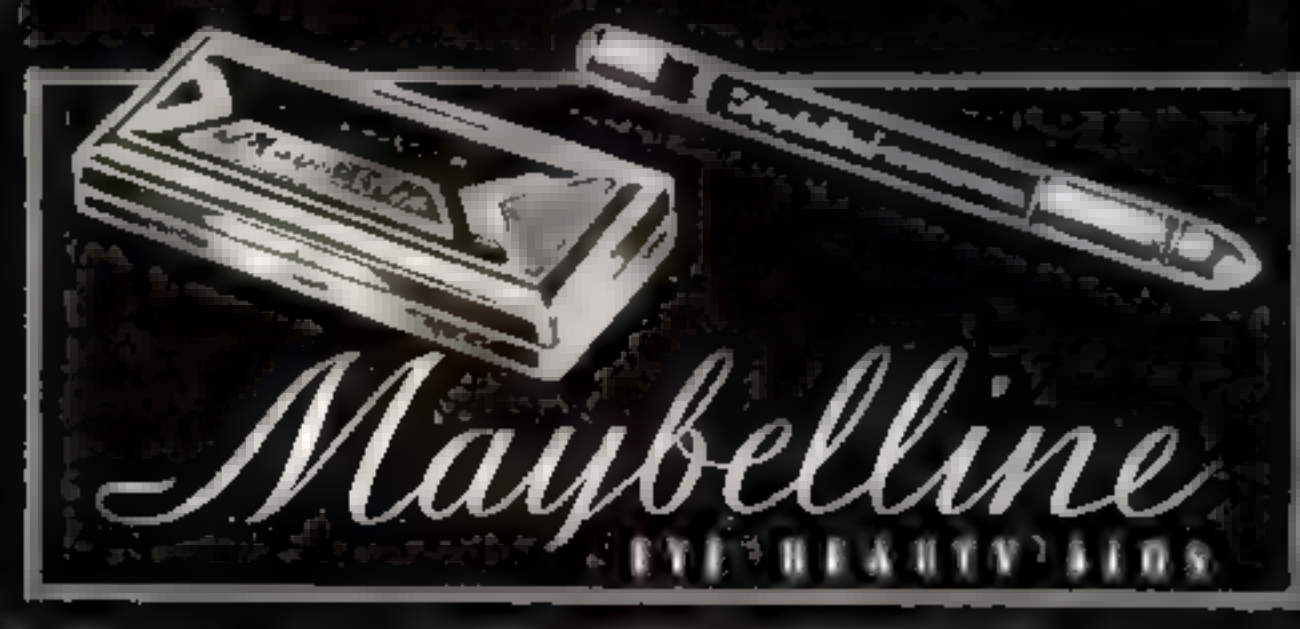
So take your choice!

THE PUBLIC PASSES ON PEPSODENT.
Folks like you—thousands of them—
representing every type of dental
condition—checked all Pepsodent
formulas for all dentists.

LOOK AT LIFE WITH Beautiful Eyes



Darken your lashes to long sweeping loveliness with Maybelline Mascara. Then watch the world look at you with new interest and admiration! Maybelline goes on divinely. It's harmless—no stickiness, no smarting. Solid or Cream-form, 75c. Shades—Black, Brown, Blue. It's easy to form beautiful, tapering brows with the Maybelline smooth-marking Eyebrow Pencil—in harmonizing shades. Attractive purse-sizes of all Maybelline Eye Beauty Aids are obtainable at 10c stores.



SNAPPY



In snappy weather Smith Bros. Cough Drops soothe the throat, relieve irritation resulting from coughs due to colds. Cost only 5¢.

Smith Bros. Cough Drops are the only drops containing VITAMIN A

Vitamin A (Carotene) raises the resistance of mucous membranes of nose and throat to cold infections, when lack of resistance is due to Vitamin A deficiency.



PICTURES TO THE EDITORS

LINCOLN'S GLEAM

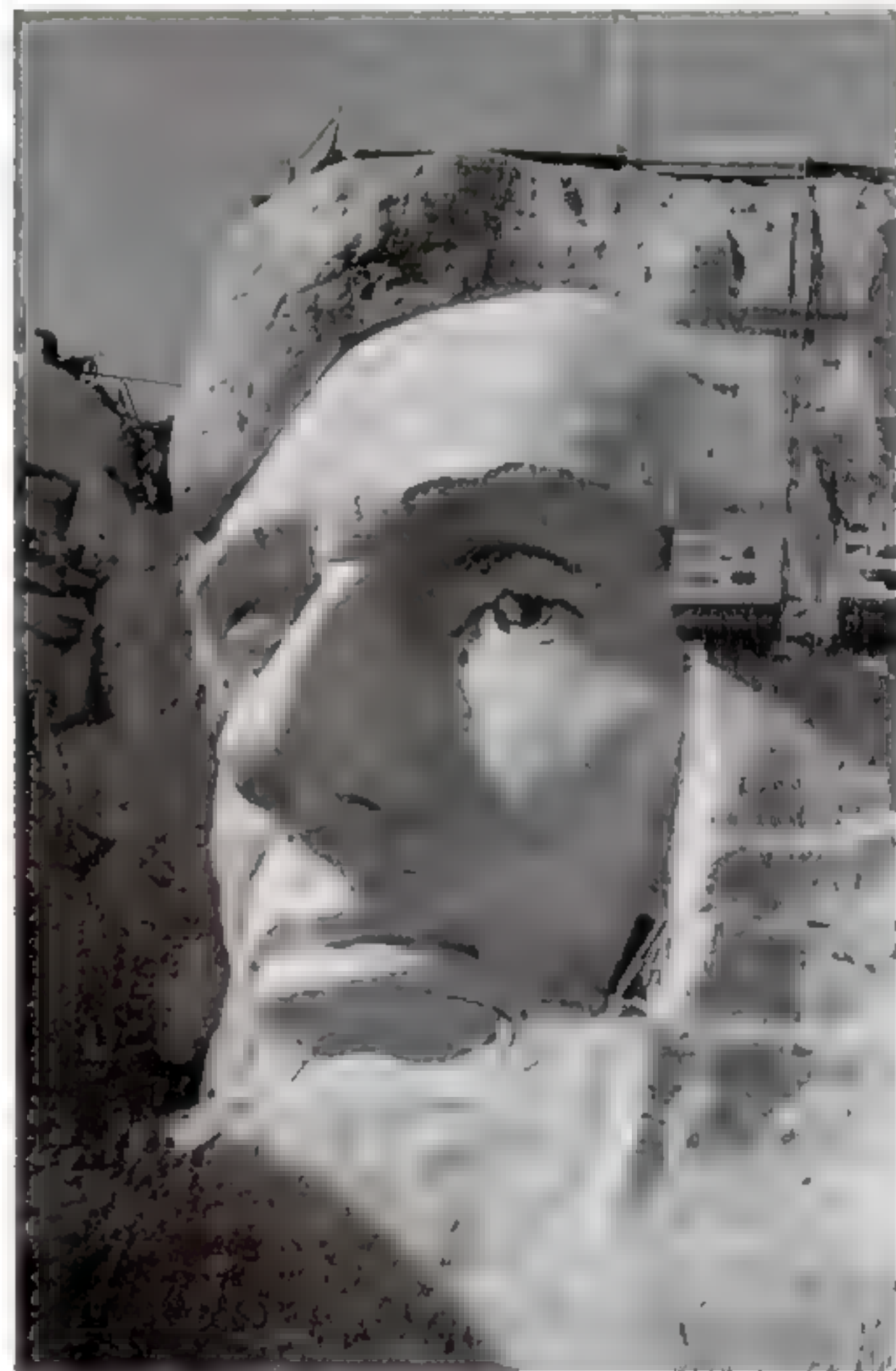
Sirs:

This recent picture of the Lincoln figure in the Mount Rushmore Memorial group shows how sculptor Gutzon Borglum manages to give expression to eyes of

granite. Careful scrutiny of the finished right eye shows the hollowed-out iris, while a pupil of granite—a jutting-out oblong block—remains to catch the light.

CHARLES J. ENBERY

Manhattan Studios
Sea-Norwalk, Conn.



HORSE IN HOLE

Sirs:

I happened along a few moments after this mare got into her predicament. She belongs to Herbert Summerlot, a farmer who lives five miles west of Paris, Ill. Mr. Summerlot's helper was using a team

to pull a large hedge corner post to a hole that had already been dug. The mare slipped and fell backwards into it. After an hour and a half of digging, and with the aid of an oil truck she was rescued.

CARL E. KILLION

State Department of Agriculture
Springfield, Ill.



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FRIENDS

Sirs:
Please look at both sides of this picture, which was taken in Verscecs, Hun

gary, in 1918. The subjects are friends at a private sewing school I attended.

MRS. H. DINCZER
Brooklyn, N. Y.



SIT-UP STRIKE

Sirs:
I am 26 months old. On Christmas Eve I started a sit-up strike to wait for Santa, but fell asleep in the middle of it. Santa came to fill my stocking and I woke up; but his whiskers fell off and I saw

it was Daddy. I know there is a real Santa Claus and that Daddy was just trying to be cute. Do you think that if I keep on sitting up Santa will show up? Or will I have to wait until next Christmas?
(X) PATSY McCASKILL (Her Mark)
Los Angeles, Calif.

THE TWO GREATEST OIL FILTER DEVELOPMENTS

since Purolator founded the Oil Filter Industry 16 years ago

1

A cartridge type Purolator with the "You-can-SEE-the-oil-is-clean" feature.



Every Purolator Oil Filter on sale today removes dirt, dust, sludge and abrasives from motor oil... and keeps it *visibly* clean. This feature, formerly available only on high-priced Purolator models, is now standard throughout the Purolator line of automotive oil filters, including those installed as factory equipment on 1940 cars. You can tell exactly when your Purolator needs service to give continued protection. When the oil becomes visibly dirty on the gauge stick, it's time to replace the filter.

\$2.75

for most cars that are factory-equipped with Purolator fittings



A replaceable-element type filter at a new low price!

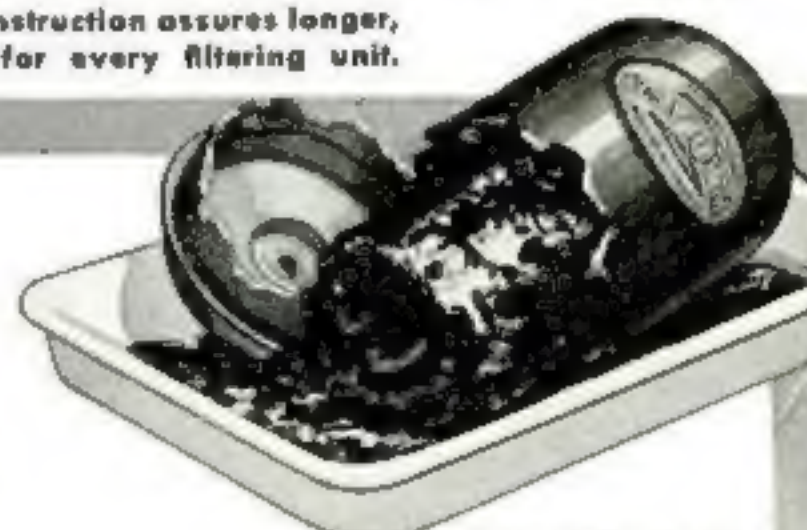
Saves you money on "refills"! For millions of owners whose cars are factory-equipped with Purolator Oil Filters, the NE-1517 Purolator makes possible continued protection at a *substantial saving in cartridge replacement cost*. The service man can install an NE-1517 Purolator on your engine, using the fittings and tubing already there. Costs only 75c more than a new cartridge—and saves \$1.75 each on all subsequent "refills". All Purolators remove from your oil the impurities that should be removed, without disturbing the lubricating qualities put there by Nature and the refinery.

\$3.50

for most cars that are factory-equipped with Purolator fittings. Replacement elements only \$1.00

Purolator's patented construction assures longer, more economical life for every filtering unit.

The danger of dirty oil. Dirt, dust, abrasives, and sludge-forming impurities are constantly drawn into your engine. If not removed, they scratch and score polished surfaces, gum up closely fitting parts, steal power and waste money. IT IS TOO DANGEROUS TO TAKE CHANCES WITH DIRTY OIL. The safe, sure way to protect your engine and your pocketbook is to



Cut-open Purolator cartridge showing dirt and abrasives collected in 8000 miles of ordinary driving.

KEEP IT CLEAN with PUROLATOR

Purolator does the oil-cleaning job so well that every fourth car made today is Purolator-equipped at the factory.
Motor Improvements, Inc.
Newark, New Jersey

A GIRL CAN'T BE TOO CAREFUL!

NO EXCUSE FOR A RED, SORE NOSE DURING COLDS WHEN YOU USE SOFT KLEENEX TISSUES THAT DON'T WAD OR SHRED.

(from a letter by G. B., Atlantic, Iowa)



"Tell me Another"
says **KLEENEX**
AND WIN \$500 FOR EVERY
"KLEENEX TRUE CONFESSION"
PUBLISHED! MAIL TO KLEENEX
AT 919 N. MICHIGAN AVE.
CHICAGO, ILL.



BOY, DID SHE BEEF

WHEN SHE CAUGHT ME CLEANING MY PIPES WITH A HANDKERCHIEF. "KLEENEX OR ELSE," SHE SAYS. AND WAS I SURPRISED WHEN KLEENEX DID THE JOB BETTER.

(from a letter by L. T. B., Smackover, Ark.)



PRESTO! CHANGE-O!

KLEENEX IS BOXED SO CLEVERLY ...ONE HAND REMOVES A TISSUE ...AND UP POPS ANOTHER.... ORDINARY KINDS CAN'T COMPARE.

(from a letter by S. C. S., Pittsburgh, Pa.)



I HAVE 45 CHILDREN

YOU SEE, I TEACH SCHOOL—HAVE 45 PUPILS—AND I WOULDN'T KNOW WHAT TO DO WITHOUT KLEENEX WHEN SNIFFLES START.

(from a letter by E. M., Edensor, N. C.)

DID YOU KNOW?..

DURING COLDS ESPECIALLY, KLEENEX TISSUES SOOTHE YOUR NOSE, SAVE MONEY, REDUCE HANDKERCHIEF WASHING. YOU USE EACH TISSUE ONCE—THEN DESTROY, GERMS AND ALL. KEEP THE KLEENEX SERV-A-TISSUE BOX IN EVERY ROOM IN THE HOUSE—KITCHEN, NURSERY, BATHROOM AND BEDROOM. AS WELL AS IN THE CAR!

Only KLEENEX TISSUES have the Serv-a-Tissue Box to end waste!



GOOD NEWS! NOW BOTH 500 AND 200 SHEET KLEENEX ARE IN THE SERV-A-TISSUE BOX!



ADOPT THE KLEENEX HABIT!

KLEENEX* DISPOSABLE TISSUES (*Trade Mark Reg. U. S. Pat. Off.)

PICTURES TO THE EDITORS

(continued)



KOLTANOWSKI

Sirs:

This man is neither brooding over family troubles nor contemplating suicide. He is George Koltanowski, the Belgian blindfold, simultaneous chess master. We see him here with a pitcher of milk and

cigaretts before him. Behind him are his opponents. An announcer calls the moves by both sides. At this match, held recently in Wellesley, Mass., Koltanowski played ten games at once—won five, drew four, lost one.

CARL S. CRUMMETT
Newtonville, Mass.



MOTORMAN'S NAILS

Sirs:

LIFE's interesting feature (Dec. 11, 1939) on fingernail culture as practiced by Juliette Marglen may cause many Louisville readers to dispute Hollywood's priority. For more than five years, B. H.

Thompson, local street-car motorman and hobbyite in chemistry, has been manufacturing a nail culture. Growing for three months, Mr. Thompson's nails, as shown here, are over 1 1/2 in. long.

JOHN J. MONTAGUE
Mayfair Sales, Inc.
Louisville, Ky.



COINCIDENCE

Sirs:

I am staff photographer for the year-book and school paper at Overbrook High School. Quite by accident, these three girls came to school one day wear-

ing exactly the same outfits. After much persuasion they consented to pose together. It developed that all three girls have relatives working in the same dress factory, which accounts for the coincidence.

LEONARD BECKER
Philadelphia, Pa.

***SINCE THE NIGHTCAPS OF THE NINETIES,
Your TASTE, too, has changed!***



NIGHTCAP OF THE NINETIES

Here we have a perfect example of "What the well-dressed man did wear" at bedtime in those gaily bedizened "Gay Nineties."

Heavy nightgown (a fugitive from a tent-show). On his head a nightcap of heavy flannel. And in his hand a nightcap of *heavy* whiskey that fits right into the picture.

Heady, heavy-bodied, bottled-in-bond whiskey. But . . . the only kind of bonded whiskey they knew how to make way back then, without benefit of modern scientific control.



NIGHTCAP...1940 MODEL

Here you are in modern pajamas, smarter (and more manly!) than grandpa's nightgown . . . warm, but not weighed down!

And in your hand...well, if the whiskey fits the rest of this picture...you have a nightcap of Signet, the bottled-in-bond whiskey especially created to meet your advanced tastes.

The very first bottled-in-bond whiskey of its kind! Light-bodied as Scotch. Rich, ripe, but *light*! Aged in *aged* wood. Next time you call for a nightcap—Signal for Signet!

Light bodied...to delight your Modern Taste
First Bonded Whiskey of its Kind

Signet

WHAT AGED IN AGED WOOD MEANS

SIGNET is distilled for lightness. It is then aged in charred casks that have been pre-mellowed by repeated prior use. Scotch and Canadian whiskeys and the rarest French brandies are also aged in casks that have been thus pre-mellowed.



*This whiskey is
4 years old
100 proof*

COPR. 1940
HIRAM WALKER & SONS INC.
PEORIA, ILL.

FREE! 60 BUICKS

also \$6,000.00 IN CASH PRIZES

Each with 1000 Gallons of Texaco FIRE-CHIEF Gasoline

6 Big Weekly Contests
THESE PRIZES EACH WEEK

TEN 1940 BUICK 4-DOOR SEDANS

EACH WITH 1000 GALLONS OF TEXACO FIRE-CHIEF GASOLINE PLUS \$50 WORTH OF SERVICE OR ACCESSORIES

ALSO 100 CASH PRIZES \$10 EACH

"Best Buy's Buick!"

Six dozen new features. Big, straight-eight engines, smoother than a wrist watch. Front wheels that "give" to the bumps. Coil springs all around that never need greasing. Smart, roomy, smooth and a full 107 hp. under its smart bonnet! A grand car and a grand prize!

The Special
MODEL 41

STANDARD EQUIPMENT—
CHOICE OF STANDARD COLORS



YOUR FRIENDLY TEXACO DEALER SAYS: Texaco Dealers everywhere are ready to serve you with 1000 gallons of Texaco Fire-Chief Gasoline for quicker starts, smoother power... free for your winning car. We Texaco Dealers supply it in all 48 states, and offer you Circle Service... Courtesy from the Gentleman who serves you.



EASY!

JUST FINISH THIS SENTENCE IN 25 ADDITIONAL WORDS OR LESS

"I like Ivory Soap because..."

★ ★ EXTRA ★ ★
Special to Buick Winners
\$50 WORTH OF
FREE SERVICE OR
YOUR CHOICE OF
CAR ACCESSORIES

FOR CONTEST NEWS AND
PRIZE-WINNERS TUNE IN ON

RADIO

"The O'Neills," "Mary Marlin," "Life Can Be Beautiful" and "Against The Storm" Mondays through Fridays—see newspaper for time and stations.

BUICKS!!! GASOLINE!!! CASH!!! CREDIT!!! Imagine winning a brand new beauty of a Buick, with 1000 gallons of Texaco Fire-Chief Gasoline—and \$50 worth of free service or car accessories. Why, you can run your Buick practically without cost for a year or two! And don't forget those 600 generous cash prizes! It's your golden opportunity of 1940! 600 PRIZES TO BE WON! 6 separate weekly contests! Enter all six! Enter each contest as often as you like! Anyone may win these magnificent prizes—offered to get Ivory users to tell others what you like about pure gentle Ivory, serving so many American families in so many helpful ways...

FOR THE BABY—Ivory is so pure and gentle that doctors advise it even for bathing the sensitive skin of babies. Perhaps you yourself were an Ivory baby.

FOR COMPLEXIONS—Have you tried Baby's gentle Ivory for your own complexion care? According to a recent survey, more doctors advise Ivory for complexions than any other soap.

FOR BATHS—From Dad down to the youngest—everyone enjoys a refreshing Ivory bath. They like the way Ivory floats—always in sight—always within reach.

FOR WASHING DISHES—How kind Ivory is to your hands. Haven't you noticed that gentle Ivory in your dishpan helps you keep your hands smooth and nice? And it costs less than 1¢ a day for all your dishwashing.

★ ★ ★

SO MANY THINGS TO WRITE ABOUT IVORY! IT'S EASY! Just look at the sample sentences below. Of course you can write sentences as good or better. So start now! Send in your first entries today. Get everyone in the family to enter.

SEND IN YOUR FIRST ENTRIES TODAY! ENTER EACH WEEK! WHAT A THRILL TO WIN A BUICK!



99 1/2% PURE • IT FLOATS

EASY
RULES

1. Simply finish the sentence "I like Ivory Soap because..." writing 25 additional words or less. Write on one side of a sheet of paper. Print or write your name and address. Please send no extra letters, drawings, or photographs with your entry.

2. You can enter these contests as often as you like but each sentence must be accompanied by the wrappers from one Large-Size cake and one Medium-Size cake of Ivory Soap (or facsimiles). Mail to Ivory Soap, Dept. B, Box 25, Cincinnati, Ohio.

3. There will be six weekly contests, each with a separate list of prizes. Opening and closing dates are:

CONTEST	OPENING	CLOSING
First	Sun. Jan. 21 (or before)	Sat. Jan. 27
Second	Sun. Jan. 28	Sat. Feb. 3
Third	Sun. Feb. 4	Sat. Feb. 10
Fourth	Sun. Feb. 11	Sat. Feb. 17
Fifth	Sun. Feb. 18	Sat. Feb. 24
Sixth	Sun. Feb. 25	Sat. Mar. 2

4. Entries received before Sunday, January 21, will be entered in the first week's contest. Thereafter, entries will be entered in each week's contest as received. Entries for the final week's contest must be postmarked before midnight, March 2, and must be received before March 15.

5. Entries will be judged for originality, sincerity, and aptness of thought concerning the qualities and uses of Ivory Soap. Decision of the judges will be final. Fancy entries will not count extra. Duplicate prizes awarded in case of ties. No entries returned. Entries, contents and ideas therein become the property of Procter & Gamble.

6. Any resident of Continental United States, Hawaii or the Dominion of Canada may compete, except employees of Procter & Gamble, their advertising agencies and the families of these employees. Contests subject to all regulations of the United States and Canada.

7. Prizes in each weekly contest are: 10 first prizes of new 1940 Buick Special 4-Door Sedans, each with 1000 gallons Texaco Fire-Chief Gasoline and \$50.00 credit ticket for accessories and service; 100 second prizes, each \$10.00 cash. Buick winners in Canada and Hawaii will receive cash equivalent in place of free gasoline.

8. Buick winners will be announced shortly after the close of each contest over Ivory's radio programs "The O'Neills" and "Mary Marlin"—coast-to-coast. Winners of \$10 cash prizes will be notified by mail.

THESE SAMPLE SENTENCES MAY HELP YOU WIN... SAVE THEM!



"I like Ivory Soap because... it floats, makes a rich lather which rinses off easily, thereby adding tremendously to the comfort of a good warm bath."



"I like Ivory Soap because... my baby looks and smells so fresh and sweet after his Ivory bath, and Ivory cleanses with a gentle smoothness that leaves his skin soft."



"I like Ivory Soap because... for years it has done all my dishwashing safely and thoroughly and helped me keep my hands soft and smooth."

Finish sentence "I like Ivory Soap because..." in 25 words or less. Attach wrappers from one medium-size and one large-size Ivory Soap (or facsimiles). Send entry to Ivory Soap, Dept. B, Box 25, Cincinnati, Ohio